

ELECTRICAL MERCHANDISING WEEK

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SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

TV Finds Answer— Step Up and Sell

The Markets reflected the industry's attitude as price specials got only scant attention. With business in good shape, TV men believed upgrading models and prices provided the solutions. *see page 2*

Discounters Abroad

French appliance dealers are beginning to encounter some American-style problems: Deals, price-cutting and discounters. Editor Laurence Wray, who spent six weeks in Europe, gives a rundown. *see page 19*

The Boycott Threat: Calls Grow Weaker

But the threat to Japanese-made goods is still here, particularly on the West Coast where some believe minority groups are organizing reprisals. No one was certain how much longer the situation would remain calm. *see page 8*

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WHITE GOODS DILEMMA

Everybody's Loaded; Nobody's Dumping

INVENTORY IS UP: There are 966,000 refrigerators and 700,000 automatic washers in stock. That's a four-month supply at going rates.

PRICES ARE FIRM: They're lower than they were but they're not going any lower because nobody needs the money that bad.

SALES—UP OR DOWN: At retail things look a little brighter. But nobody knows why Mrs. Kowalski stopped buying appliances.

Last week in Chicago, everybody thought the other shoe would drop.

It didn't happen.

The smart money finally decided it wasn't going to happen.

It got to be a question of people. Even though the numbers said "Dump," the people said "No dump."

The main people were—and are—G-E and Frigidaire. There were many distinctly wary eyes laid on the big boys, but they didn't budge from the "grin and bear it" position. The eager key accounts in town early to pick up some bargain marbles got

disappointed, unless some new promotions and ideas satisfied them.

It was touch-and-go to start with, though.

Coming down to the Chicago wire, the industry had genuine expectations of action based on:

- Total laundry inventory of 1,333,000 pieces at manufacturer and distributor levels, some 4.4 months at the going rate of sales.

- Some 996,000 refrigerators on tap in the same places, good for 3.9 months.

- A four-month price battle that had, just *Continued on page 2*

AHLMA Tries Its Hand at Cleaning Up the Ads

And the laundry group has NEMA and NARDA backing for its just released advertising "code"

After taking a toughly realistic, eight-month look at current appliance advertising practices, the American Home Laundry Manufacturers' Assn. last week announced an advertising practices guide of its own.

Adopted by the 20 home laundry appliance makers who comprise AHLMA—and endorsed by both NEMA's consumer products division and NARDA—the guide, according to AHLMA's Homer Travis, is designed to "bring voluntarily and forcefully the highest degree of integrity to industry advertising."

The preamble to the five-page guide sets its tone:

"The manufacturers and sellers of the home laundry industry have an obligation to deal

fairly with the public in the advertising of such products.

"The keystone of fair advertising is honesty . . ."

The guide covers four main categories: (1) comparative price advertising; (2) other price advertising; (3) bait advertising; (4) product claims. Its enforcement will be entirely voluntary (the preamble expresses the belief "that advertising practices can be upgraded by voluntary action"). Violators, AHLMA says, can be brought back in line by group pressure.

AHLMA says the guide is consistent with Federal Trade Commission publications, but adds its Recommended Advertising Practices are not intended to replace or be a digest of the FTC material. FTC guides against deceptive pricing, bait advertising and deceptive advertising of guarantees will be contained in the final printed AHLMA code.

In detailing the need for the code, Travis

continued, "The 20 manufacturers making up the association control an estimated \$100 million worth of advertising at the national and local level . . . The guide will not only have a beneficial influence on advertising and selling at all levels, but will also help build consumer confidence in the home laundry industry."

Typical prohibitions contained in the code:

- in "was-is" advertising, the advertiser himself must have made actual sales at the higher price in his recent, regular course of business.

- all product claims must be verifiable.

- sales, special sales, clearance sales must be just that.

- if an item is available in a limited quantity, the quantity must be stated.

- no ad containing an offer to sell a product should be published unless the model advertised is on display, available for prompt delivery and will be willingly sold.

FOR THE COMPLETE CODE TEXT, SEE PAGE 3.

TV: Business IS Good

And the industry, convinced that the answer lies in upgrading models and prices, paid passing attention to price specials at the Market

In TV at the Summer Market, everything was coming up roses. While white goods people squirmed in an inventory and price depressive bind, TV men were looking for continuation of a price and model upgrade begun more than two years ago. They'd been down that white goods street and were back.

There were customary TV leaders around the 11th floor of Chicago's Merchandise Mart, of course. Dealers who'll need the low ticket this fall can find plenty of 17 and 21-inch goods at open list. Leader 19-inch portables are there too, starting as low as \$169 for hot chassis models with uncapped tubes; cool and capped table models in 19 and 23 start at \$189 and \$199.

But we needed no more than half a notebook page to list any group of low-end goods and found accom-

panying margins as low as the prices—as tight as 31.5%—to be spread over both dealer and distributor.

Heavy accent in every line was in 23-inch consoles which took two pages to list. The biggest price bracket was \$250 to \$300 with distributor-plus-dealer margins in the attractive 40s.

Remote control continues strong in 17's, 19's and 23's adding \$40 and \$70 to lists. Stress is still on bigger, better, more speakers, fine tuning, illuminated dials, deluxe tuners. Fine furniture continues strong. Motorola has expanded its Drexels; Zenith, its Decorators; RCA is in with \$800 Henredons; Sylvania with \$500 Heywood-Wakefields.

Last year's average unit sale was \$140 at factory, up from \$130 of recent years. It looked to be higher this year as more makers put one or more \$500 stereo-radio-TV combos into the line challenging Magnavox and Olympic in a segment of the mix that may grow to 5% or 300,000 pieces this year. Admiral

scored a beat with a 19-inch combo at \$299. Olympic has increased its combos to 20, including one with color TV at \$950 and expects to take 82% of the combo business that industry adds this year.

Performance and reliability stories are plentiful as better components are packed into cooler chassis. Philco is heavily advertising that the cool chassis eliminates heat which is the biggest source of service. Zenith has 22,000 volts in its deluxe chassis; Motorola 23,000. RCA adds a deluxe tuner specifically designed for fringe area performance. An RCA veteran pinned the reliability trend: "The industry's building its finest chassis and absorbing the added costs. The public's getting its best value in years."

Zenith's Cliff Hunt crooned TV's success story to a press breakfast meeting after Norge's Bob Quayle suffered through the white goods saga. Hunt said TV sales to dealers were up 14.7% through May and retail "was slightly higher." If the current sales rate holds, he expects 1960 will hit within 10 to

15% of the 1955 record 7.5 million units. He sees TV hitting its long waited 8-million unit rate in three or four years. Other market sources predict 1960 more conservatively—in the area from 6 to 6.5 million compared to 5.8 of last year.

In the question period, Hunt said "Japanese TV may come to pass in the low end with small tubes." But he feels that reliability and serviceability of U. S. brands will head off a repeat of the radio invasion.

Meanwhile, across town, members or the Institute of Radio Engineers were being told that there is a Japanese invasion of TV building up. Milton Goldstein, dean and director of research of the American Institute of Engineering and Technology, said that this Fall will bring a rush of 8-inch TV at retail prices in the \$110 to \$120 bracket; that the small screens would probably have only novelty impact; that there would be 19-inch portables too, including one from Victor at \$159 retail; that the Japanese were starting to program color TV this fall; that ten makers were now ready to use a Japanese color tube of 17-inch size, but that their color prices were far out of line—into the neighborhood of \$1,100 and \$1,300 at Tokyo retail.

It Sold in Sleepy Eye

... and in 26 other communities—big and little—where Amana tried its "Freezerama." Now 2,500 are being planned

In all, the 27 Freezeramas—each one a special three-day weekend sale—moved 629 refrigerators and refrigerator-freezer combinations during a 45-day period.

Amana isn't denying it has conducted more than 27 promotions, nor does it deny these specific 27 Freezeramas were run by top performers. The results represent communities which the firm has spot-checked and do give an indication, Amana feels, of what can be done.

Fifteen of the spot-checked dealers were in the Southeast and 15 in the Midwest. Their communities ranged in population from 769 to

249,276 and in size from Miami, Fla., and Flint, Mich., to Wickliffe, Ohio, and, of course, Sleepy Eye, Minn.

An average Freezerama—at least in the towns which were checked—moved 24 units and gave Amana Sales Manager Robert L. Pearce a wealth of information.

"Creative activity, not price, is the life blood of retail merchandising," Pearce says in retrospect. "Key to the successful promotion is a strong emphasis on value, the benefits of 'freezer living,' increased convenience from using

frozen foods and similar consumer-oriented appeals.

"Price alone was certainly not the answer," he goes on, "since most dealers reported the big bulk of their sales in the upper ranges."

Supporting Pearce is Amana market developments man W. J. Dickinson, who says, "Price appeal by itself simply doesn't sell consistently. Many Amana dealers attribute their success to the intensive product and use training which precedes every Freezerama."

Before each promotion an Amana factory rep—together with the local distributor—conducted a "demonstration sale" for dealer salesmen. These demonstrations,

says Dickinson, enabled the salesmen to do "a constructive selling job—to match the customers' needs and requirements to the appropriate freezer or refrigerator-freezer."

Heavy newspaper, radio, TV or direct mail advertising immediately preceded each Freezerama. Price was not mentioned in these ads; instead the stress was on a large, complete selection of all models.

Finally, Amana supplied its dealers with tips on freezer cookery and giveaway Amana cookbooks.

Freezerama results range from Turner Appliances in Marathon, Fla. which moved 64 units to three smalltown dealers, each sold nine.

Other highly successful promotions in the surveyed 10-state area include Union Merchandise Mart, Reno, Nev., 52 units; Ragan & Hamilton, Dickso, Tenn., 41 units.

And in Sleepy Eye, Hose Ace Hardware sold 12 units.

But Nobody's Dumping

CONTINUED FROM PAGE 1

before market, 13-cu. ft. deluxe double-doors going to dealers at \$216, which is low, low, low.

- Sticky retail movement, with the sales going strong only where dealers were spending real money and effort.

- A history of dumps every time production has gotten out of hand in the past few years.

Here's what they didn't figure:

- Nobody—really nobody—now in the industry has money trouble, and if they did, they're all still friends with the banks.

- Everybody—really everybody wants no part of a real blood bath. And from here on out, that's what it would be. In at least one case, \$36 has already been chopped out of distributor prices in the past few months.

- The smart lads and the old lads have it figured that it's all up to the mythical Mrs. Kowalski—the lady with the money—and the weatherman—the guy who hasn't

overloaded one big batch of old boxes yet this year.

- The lawyers are very big in management these days. So much so that their restrictions are chafing even relatively stodgy peddlers. The boys who really know where and how to move the big orders are screaming, but they're staying put.

- Nobody ever really got down to eight weeks inventory in a normal year anyhow. If they consistently hit 12, they were in fine shape. Figuring from 12 weeks, 16 weeks doesn't look so bad.

- This wouldn't be the first year in history that line introductions got shoved back. Last week, two such delaying actions were in evidence. There will be more.

- July could milk a lot of the fat out of the inventory on hand without a haywire weather situation.

Everybody isn't fat in refrigeration. Admiral turned off the tap real early—so much so that they went

with 1961 merchandise in May. Frigidaire says nothing is out of line. Gibson is coming up to a convention under a full head of steam, and was running a production schedule off big orders. (On Monday of the Market, Gibson sold out of a two-door Market special, almost all on the phone.) Amana talks sales, not inventory, and steadily promotes. (See story above.)

But it's not hard to find signs of trouble. Layoffs, executive shifts, shutdowns, and production changes like switching people into dishwashers are evidence enough.

This is not the year for the factories to make a bundle in white goods. On top of the serious total dollar drop in the new price lines, the industry faces a need for more promotional effort, which costs extra money. At some plants, the program ideas came so hot and heavy they've had to slow down before they got into overproduction on the strength of plans alone.

At top levels, there is no doubt that the resolve to fight it out on current price lines is there. You

get a shrug and "So it's going to be a tough year" when you ask about it. There's some whistling—maybe in the dark—too. For example, steel company presidents have passed the word quietly that steel might be up in the fall. This could make any kind of merchandise look good.

That's the word from the back rooms and hotel suites in Chicago. There just isn't any more money left to be given away—not any more the factories are going to turn loose, at least. Isolated drops—yes. Maybe some business buying—yes. A local special—oftener than before. And promotion—big. But any more price chops in refrigeration—no.

In laundry, some introductions are on schedule, and some aren't. There is a 110,000 surplus over last year, but again, hustling moves enough merchandise in isolated instances to prove that if dealers aren't buying, they can be sold.

Which all brings it down to the lady on the street—Mrs. Kowalski. If the weather gets hot, and the old box gasps a little, maybe she'll feel more like buying.

Trade Fair Has Color— But Few New Products

You had to look closely to find new appliances at Chicago's Trade Fair. And sometimes it was hard to find anybody there to talk to about them

Appliance buyers viewed last week's Chicago International Trade Fair with mixed emotions. The few who did visit the Fair—billed as an added attraction to Chicago's Markets—found Navy Pier cool and the 21 national exhibits featured colorful.

On the debit side, new products were painfully scarce and the show's early days were marred by a number of bumbles (the man at one Japanese booth spoke less-than-halting English while a Swedish electric range display was left untended through most of the opening day). Even Japan's display was

pallid with most firms represented only by local distributors.

Belgium evoked interest with the "Novak," a 7-transistor, 4-band portable pegged to retail at \$89.

India showed inexpensive sewing machines, Poland radios and Sweden ranges, electric irons and aluminum cookware. The United Arab Republic, which ignored last spring's New York show, had lines of radios, sewing machines and two- and four-burner gas ranges. None of these countries have had much success finding American distribution.

Austria showed pictures of its "Radione" portable and table-model television receivers, but produced no floor displays. Literature on the pieces, however, said they could be converted to United States specifications.



BECAUSE AIR CONDITIONING DISTRIBUTOR George Webster of Washington's Wilson Supply Co. was the first registered buyer at Chicago's Trade Fair, he won a buying trip to a world trade center. The Websters, shown here with Indian Consul Raghbir Dyal, will fly to Bombay in August on a buying trip.

Complete Text of New Ad Rules

The following is the complete text of AHLMA's new advertising practices guide. For the story behind these rules, see page 1.

I. Comparative Price Advertising

A. A manufacturer's (or distributor's) list price, suggested retail price, or similar terms, may be referred to by an advertiser for comparative pricing only if, for the specific model advertised:

1. The advertised list price or suggested retail price is the current list price of the same model which the manufacturer (or distributor) has published to the trade; and

2. The advertised list price or suggested retail price has been either (a) the advertiser's usual and customary price of the same model in his recent, regular course of business; or (b) the price charged for the same model by other sellers in the trade area in their recent, regular course of business; and

3. The advertisement clearly shows whether the saving or reduction claimed or implied is from:

- (a) the advertiser's usual and customary price in his recent regular course of business; or
- (b) the price charged by other sellers in the trade area in their recent, regular course of business.

Examples of the term "list price," "suggested retail price," and similar terms include phrases such as the following, or any other words of similar meaning:

"Manufacturer's suggested retail price"
"Factory list price"

B. When an advertisement, by words, figures or in any other manner states or implies a reduction from the advertiser's usual price of the model advertised, the advertiser himself should have made actual sales at the higher price in his recent, regular course of business.

Examples of such words or figures are:
"Regularly \$000"
"Usually \$000"
"Formerly \$000"
"Originally \$000"
"Was \$000, Now \$000"
"00 percent off"

C. The terms "sale," "special sale," "clearance sale," "E. O. M. (end of month) sale," "lowest price ever," or any other terms which imply a price reduction should not be used unless in his recent regular course of business, the advertiser's price of the model advertised has in fact been higher. (If the advertiser has not himself offered to sell the model to which the price reduction applies, the advertiser may use such terms if the usual and customary retail price of other sellers is higher in the trade area where the claim is made and the advertisement clearly shows that the claim is based on such comparison, i.e., the prices of

other sellers. The claim should not be made if it is based on infrequent or isolated sales by other sellers.)

II. Other Price Advertising Practices

A. Whenever a price is advertised:

1. The model to which the price applies should be identified by model number, and also,

2. Any other model illustrated in the same advertisement should be identified by model number.

B. 1. Whenever a price is advertised for a pair of appliances (such as a washer and a dryer) in such manner as to claim or imply that the combined price represents a saving over the total price for the appliances if purchased separately, the advertiser should have made recent actual sales of the two items separately at his usual and customary price in the regular course of business which, together were higher than the advertised combined price. (This does not apply to a situation where one or both of the items is being introduced by the advertiser for the first time.)

2. Wherever a price is advertised for a pair of appliances (such as a washer and a dryer) the advertiser should particularly observe rules II-A and III-A of these "Practices."

C. The terms "as low as," "from," etc., should not be used in connection with a price unless a particular model washer or dryer is in fact available at such price in reasonable quantities and the model is identified in the advertisement by model number.

D. When prices of display models are being advertised, such models should be specifically identified in the advertisement as display models. Display models include floor samples, demonstrators, and the like.

E. When the price quoted in an advertisement is "with trade" and the trade allowance is dependent upon the model or condition of the appliance to be traded in, this fact should be stated.

F. Outbidding. When the advertised

price does not include delivery, normal installation (hook up to existing facilities), service, or warranty, the advertisement should clearly and conspicuously state that there will be an additional charge for any such excluded item.

G. When reference to periodical payments is made in an advertisement,

1. If a down payment or trade-in may be required, the advertisement should so state.

2. If a terminal or balloon payment may be required, the advertisement should so state.

3. If the periodical payment applies only to certain models, the advertisement should so state.

H. When the word "free" is used in advertising the offer must be bona fide factual. If the offer is conditioned in any way, the conditions imposed must be clearly and conspicuously disclosed at the outset of the advertisement (and not merely by a footnote) so as to leave no reasonable probability that the terms of the advertisement might be misunderstood. The word "free" should not be used where the advertiser has, in connection with the offer, increased the price of the merchandise required to be purchased or reduced its quality.

I. If a premium is offered in connection with the purchase of an appliance, the statements about the premium should also conform to these advertising practices.

J. No statement should be made in advertising which implies that the advertiser's prices or terms have any special factory sponsorship or endorsement, unless the statement is true.

III. Bait Advertising

A. No advertisement containing an offer to sell a product should be published unless the model advertised is then being displayed by the advertiser, is available for prompt delivery, and will be WILLINGLY sold by the advertiser.

B. If display models are advertised as being available at specified prices or at savings, the quantity of such models available should be specified in the advertisement, or the advertisement

should state that the quantity available is limited.

C. When an advertiser anticipates that the demand for an advertised model, such as a close-out item, will exceed ready supply (from stock, from supplier, or from another regular source), the advertisement should state that the quantity available is limited.

IV. Product Claims

A. All claims as to product quality, performance, or features should be verifiable. Any artwork should accurately represent the product.

B. When an advertisement contains a claim as to the quality, performance or features of a particular product, the person originating the claim should be prepared to support it by suitable demonstration or credible statistical data.

C. Comparisons between products of different manufacturers wherever made, whether on television programs, on the sales floor, or elsewhere, should be bona fide factual and not made in such a way as to mislead the viewer. There should be no unfair comparisons between the advertised product and the other product with regard to capacity, load, performance, features or other characteristics.

D. Any capacity claims should be limited to a load that can be handled by the product for satisfactory laundering results. Ratings in terms of "pounds capacity" should only be made in reference to dry clothes weight.

E. When the term "automatic" is used in an advertisement, the advertised washer should be automatic by the following AHLMA definition:

"Automatic Washer: A power-driven device for washing fabrics which fills itself with water at a set temperature or as near that temperature as the water delivered to the washer permits, washes, rinses, extracts water, and stops—all upon one setting of the controls without further attention on the part of the user."

F. When an advertised washer is a semi-automatic washer, by the AHLMA definition given below, the advertisement should contain the words "semi-automatic" in describing the washer. AHLMA defines semi-automatic washer as follows:

"Semi-Automatic Washer: A power-driven device for washing fabrics, which performs filling, washing, rinsing, and water extraction functions without the user's removing the fabrics, but which requires that one or more of the operations be controlled by setting controls after the original setting."

G. When an advertisement specifies a warranty period, but the warranty period applies only to certain parts, and not to all parts, then that fact should be stated.

H. Unless properly qualified by a limiting or otherwise explanatory reference in the product claim, a product should not be described as rust-proof, chip-proof, or words of similar import, unless true for the life of the product.

At Dominion: New Approach for New Products

Things have changed at Dominion Electric over the past year. That much was clear last week as the firm, located in Mansfield, Ohio, staged a big crowded New York press conference.

It was the first time in anybody's memory that Dominion had tried a New York press conference. The ostensible reason: three new products. The real reason: a desire to "stop hiding our light under a bushel," said President Robert Shaffer, who, with his brother Sheldon, took over ownership of Dominion

Electric just one year ago in May.

The three new products were a three-way portable oven at \$49.95, a portable mixer at \$17.95 and a hair dryer with vanity case styling at \$29.95.

The new products, said Shaffer, are just one indication of the way in which Dominion has beefed up its design and research staffs since last May. Implicit in everything the Shaffer brothers said was their conviction that Dominion Electric is going to continue making news in the industry.

REGIONAL ROUND-UP:

Hot weather brought increased air conditioning sales, dealers told EM Week's sampling of selected regional cities last week.

EAST . . . BUFFALO—Spotty: That was the word for electrical merchandising here last week.

Dealers' reports were running from "Haven't sold a TV in 10 days," to "Sold the last washer three weeks ago," to Jack Burnham's happy "52 portables sold in an 18-hour period."

"No give-aways, no gimmicks," said the owner of Burnham's TV World, "just used our usual radio-TV spots and a six-column ad in the afternoon paper." The ad featured Olympic, Motorola, Admiral, RCA, Sylvania, G-E and Philco portables "as low as \$99" plus "\$6 a month and no payment till October."

Around the city most dealers were saying that refrigerators were "holding their own," dryers were "way off," and other items "not up to par." Dealers were still waiting for the mercury to climb high and stay there to boost air conditioning sales.

Distributors were agreeing that retail business was off. Daysan's Marty Weinberg observed that wholesale buying was "strictly in futures."

SOUTH . . . NEW ORLEANS—The appliance-TV story here was written in the weather report. Summer had come to Louisiana. It brought bright, rainless days for the first time in many weeks and the construction industry which employs thousands in this bustling, booming city was rejuvenated. Once again there was a steady stream of paydays for construction workers who depend on good weather for their liveli-

hood. And the money in their pockets brought new life to the formerly sagging appliance-TV retailing business. The summer sun wiped out the memory of the heavy rains which six weeks ago mired down work on the new homes, major buildings and public works projects that sustain many wage earners here. Drenched in the rain, the appliance-TV retailers of New Orleans nervously found that their business, reflected in retail sales totals, had dropped off between 10 and 15%. But after the sun came out and the Southland settled down to a long, hot summer, the retailers were saying that June this year would probably beat June of last year in sales.

It wasn't just clear weather. It was hot. Temperatures soared into the 90's and customers began looking for relief from the heat. Barto's said the air conditioner sales amounted to a heavy run, adding happily that sales of appliances generally were up about 25%.

Over at Kirschman's the picture was the same. A spokesman was saying that sales of all major appliances were soaring. Even sales of television receivers, which had sagged drastically during the month of May, were again on the upgrade.

Lipscomb's reported a weak spot in the otherwise bright picture: refrigerators. But in general, dealers thought the third quarter could be a record.

SOUTHWEST . . . DALLAS—Days when the thermometer registers 100 degrees and more were just beginning here. Appliance dealers were talking about an

upturn if the heat holds.

Though most dealers were complaining that business has been "just below average," all were expecting the predicted surge in air conditioners to pull up business across the board in all lines.

As the owner of Duke Doyle Appliances, Inc. said, "When people see their neighbors buying air conditioners, it makes them come in and buy other appliances. I'm thinking of hiring a store full of shells." Doyle who identifies himself as an "honest answerer," admits his sales were off by as much as 60%.

A three-day "Air Conditioning Carnival" perked up sales for Knox Street appliance stores. Even here, said J. J. Boyd, owner of Good Housekeeping Shops, the results were not phenomenal, but "interest stimulated" by the crowds of visitors was expected to "pay off in months to come."

Cliff Groom of Groom Brothers Hardware and Appliance Stores had "at least" an overall increase of 35%. To get this, Groom promoted a "Factory Day" with give-aways and doubled his ad budget. Noting that his efforts did the trick, Groom was planning to keep pushing with more of the same.

FAR WEST . . . SAN FRANCISCO-OAKLAND—The long-awaited breakthrough for refrigeration air conditioners in the normally cool Bay Area counties may have been achieved during the last three weeks. Temperatures rising to an unprecedented 101 degrees in San Francisco, 109 degrees in Palo Alto, and 115

degrees in Santa Rosa rapidly changed even old-timers' ideas of living in an area "air conditioned by nature." For more than a week, air conditioners were being air expressed and trucked to the Bay Area from Sacramento, Fresno and other interior cities normally well stocked for long, hot summers. Dealers sweated out the problems, but they pocketed profits they usually hear about only at distributor conventions. Most dealers feel the chance to sell so many air conditioners will start a long and steady business for the future in this formerly slow market.

The appliance-TV business in the Bay Area has been going through the spring in two-week spurts—for two weeks a dealer asks one customer to wait while another is served, for the next two weeks the dealer asks a salesman to wake up and watch the door while the dealer goes out for coffee and gripe sessions. When business is good, laundry is leading with sales in the \$250-\$300 bracket. Helped by a PG&E promotion, freezers were doing well. Distributors feel dealers were worried about inventory in late May. One supplier's volume dropped to 25% below the 1959 level. However, that same independent distributor's volume for the fiscal year ending this month is 30% above 1958-59 and nearly \$3 million ahead of the all-time high. Like most distributors and dealers here, this distributor no longer looks for the "sizzling 60's" and no longer fears the "sagging '60's"—he's confident in the "steady 60's."

BUSINESS BRIEFS

● Despite India's poverty, there are 10 million people there who can afford refrigerators. With this market in mind, a new manufacturing licensee has been formed to build Kelvinator and Leonard Appliances in India. The concern will be known as Kelvinator of India, Ltd., and will open in 1961 with a goal of 10,000 refrigerators a year.

● The Supreme Court ruled last week that the Internal Revenue Service properly used horsepower as a standard to determine which air conditioners were "self-contained" and, therefore, subject to excise tax. If the Cory Corp. proves its units were larger than the maximum standard, it can recover taxes paid, the court added. The case concerned excise taxes collected before December, 1959, when IRS eliminated horsepower as a standard.

● Merger talks between E. J. Korvette Inc. and Penn Fruit Co., the eastern supermarket chain, have been discontinued. Both companies said, however, they will continue to cooperate on real estate locations.



Motorola Promotes with Paintings

"RAIL PILE," A WATERCOLOR by James B. Wyeth, Chadds Ford, Pa., (above) is one of six prize-winning paintings submitted to the Motorola amateur art competition for exhibition at the Chicago art show. Left to right, Melvin Brorby, president of the Society of Contemporary Art; Jay Doblin, director of the Institute of Design of the Illinois Institute of Technology; and Allan McNab, director of administration of the Art Institute of Chicago, inspect Wyeth's work. The six winning paintings were selected from more than 50 which won awards in Motorola-sponsored exhibits in 20 cities throughout the United States. They will be reproduced in full color and published in the 1961 Motorola art calendar.

THIS WEEK'S COLOR TV

MONDAY (All Times E.D.T.)

11 A.M. (NBC) The Price Is Right (Monday-Friday)
12:30 P.M. (NBC) It Could Be You (Monday-Friday)
10 P.M. (NBC) "After Hours" Starring Sally Ann Howes, Christopher Plummer

TUESDAY

9:30 P.M. (NBC) Arthur Murray

WEDNESDAY

8:30 P.M. (NBC) The Price Is Right

THURSDAY

9:30 P.M. (NBC) Tenn. Ernie Ford

FRIDAY

8 P.M. (NBC) Head of the Class
9:30 P.M. (NBC) Masquerade Party
10 P.M. (NBC) Moment of Fear

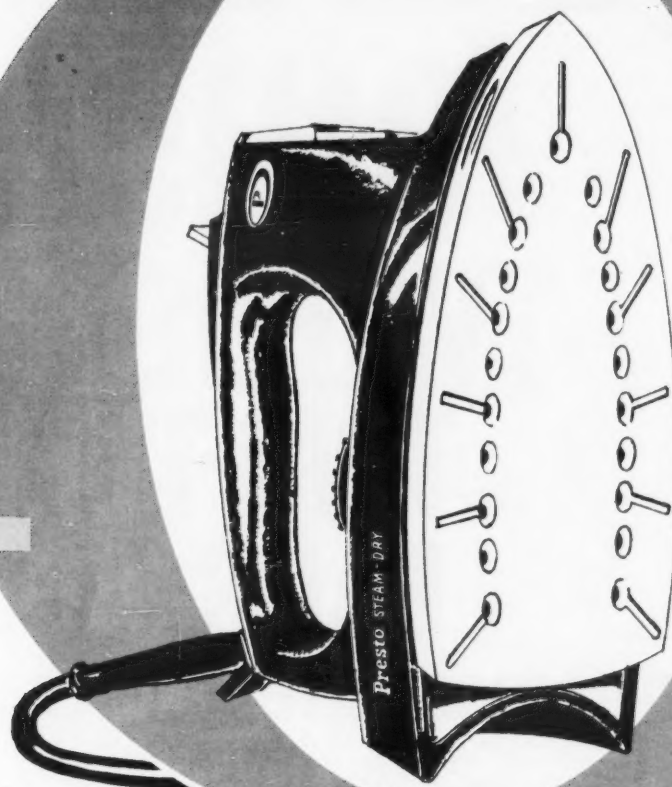
SATURDAY

10:30 A.M. (NBC) Ruff & Ready
7:30 P.M. (NBC) Bonanza

SUNDAY

5 P.M. (NBC) Summer Incident
8 P.M. (NBC) Music on Ice
9 P.M. (NBC) Chevy Mystery Show

Presto!



New Presto Steam Iron!
With new pin-point temperature control for perfect ironing of all fabrics!

Innovation *plus* Quality in Steam-Dry Irons **—with a special introductory offer for you!**

In steam-dry irons, too—Presto IQ spells extra sales and profits for you! This great new Presto Iron has all the features women want—new pin-point temperature control for perfect ironing results with all fabrics...*plus* 21 operating steam ports...*plus* the longest steaming time...*plus* the largest sole plate! Yes! All these features *plus* a limited-time, introductory cost that brings you an extra 14.7% discount! Order now for extra profits with Presto!

© N. P. I. I., 1960

PRESTO®

National Presto Industries, Inc., Eau Claire, Wis. • In Canada: Presto Division—General Steel Wares, Ltd., Toronto

Regular Dealer Cost ~~\$10.95~~

**SPECIAL
DEALER COST**

\$9⁴⁰
(AN EXTRA 14.7%
DISCOUNT FOR
YOU!)

Florida Club Chooses New Slate of Officers

In the picture at the right, Mel Rosenstein, newly elected president, receives the Florida Housewares Club gavel from Lester Kahn, retiring president.

Other new officers are: Robert Gold, left, secretary; Leonard Lubitz, second from right, second vice president; George Golding, right, treasurer. Also on the new slate, but not shown in the picture, is Arnold Gertner, first vice president.

The men were elected at the club's meeting in Miami this month. But installation of the new officers won't take place until the group's August meeting.



BRIEFLY NOTED

Here's a rundown of what's news in the housewares business.

• DINNER PLANS PERK

Housewares men across the country are rallying to join the committee for the housewares dinner on behalf of Brandeis University, slated for July 10 in Atlantic City. Henry Kaplan, Chicago, James McDaniels, Cincinnati, and Samuel L. Rantz, Phoenix, are recent additions to the list of honorary chairmen. And 16 men from 14 different cities have signed up as regional chairmen. Speakers for the affair: Dr. Abram L. Sachar, Brandeis president, and Dr. Jules Backman, of the New York University School of Commerce.

• STAINLESS CENTER SET

Hammacher-Schlemmer, New York specialty store, has opened a department devoted to stainless steel housewares. It's on the second floor, features cookware, kitchen tools and cutlery—plus specialty items made exclusively for H-S.

• REGINA OUTPUT UP

Production has been increased for the months of May, June and July at the Regina Corp. factory in Rahway, N. J. How much? Lannon F. Mead, president, put the three-month increase at 20.5% over the same period in 1959.

• WINTER PUSH UNVEILED

With an eye cocked toward still-distant Christmas, Northern Electric Co. has revealed plans for a fall-winter ad campaign, which will be the heaviest in the Chicago electric blanket and heating pad maker's history. (Northern's sights are on Christmas because half the electric blanket industry's sales come during the holiday season.) Full-page consumer ads—plugging blankets and heat pads as gifts—will appear in color in "Life's" Nov. 28 issue and in black-and-white in the December issues of "Good Housekeeping" and "Parents" magazines.

• H-B SALESMAN HONORED

Arnold O. Wolf, Hamilton Beach vice president and general manager, presented a gold watch to Doyle J. Markham, the company's "Salesman of the Year," during the regional sales meetings in St. Louis, June 6-19. Markham, Dallas district sales manager, won the annual award for "making the greatest achievement in developing his territory."

• PRIZER-WARE EXPANDS

The Prizer-Ware operation, purchased last summer by the Foundry Division of Textile Machine Works, Reading, Pa., has gone big-time under its new management. New plant equipment, part of a modernization program, will more than triple present output, producing as many as 2,500 pieces of porcelain cast-iron cookware per eight-hour shift. And a recently formed design committee, along with professional designers, will work to develop new styles, colors and shapes for the cookware. Members of the committee: Hans Fiedler, Textile Machine vice president; Hermann P. Good, manager of the Foundry Division; Samuel E. O'Connell, P-W sales manager; Thomas H. Truslow, P-W merchandising and marketing consultant.

31 st in a series of weekly Gibson messages to all appliance dealers

GIBSON TWO-DOOR TWO-TEMP LEADS AGAIN

BRAND-NEW PROFIT PACE-SETTER FROM GIBSON!

For three years Gibson has blazed the trail for your sales of two-door refrigerators at a profit! Gibson has set the pace—competition has followed. Now, Gibson's done it again!

Compare this brand new 14.34 cu. ft. Two-Door, Two-Temp, feature by feature, price for price with competition. Compare product quality, customer value, Dealer profit—and you'll agree, Gibson's Two-Door Two-Temp leads again!



Gibson's Waikiki College of Profit starts September 6th. Reef Hotels in Honolulu, top publishers and editors of HFD, EM Week, Mart, Air Conditioning News conduct daily seminars on your business. Fly Pan Am Jet all the way... see your Gibson Distributor.



GIBSON MODEL G-153FO1, RIGHT AND LEFTHAND DOOR MODELS

WANT TO HEAD FOR HAWAII BY JET?

get going...get

Gibson

Gibson Refrigerator Division of HUPP Corporation, Greenville, Michigan

ELECTRICAL MERCHANDISING WEEK

VOLUME 92

NUMBER 26

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LETTER to the Editor

EDITOR, EM WEEK:

I read your magazine from "kiver to kiver" each week and enjoy it very much. In each issue someone is always raising thunder about dealer service. I will agree that many dealers do not step up and definitely assume their responsibility in this field. But I would like also to say that distributors and manufacturers are not all "white and pure."

My own little business is an appliance sales and service and air conditioning sales and service organization. We are in a town of 3,490 people, but we service all over the county. I have three servicemen, myself and my wife who is secretary. We believe in service and try to do an excellent job.

Listed below are fields in which the manufacturers and distributors could be more helpful:

- Many manufacturers and distributors are still living under the archaic idea that we can make money selling their parts at a 25% discount from list. We must pay postage out of this and all the overhead that goes with it. This pricing is unrealistic.

- We have to do business with too many "back-order" distributors. In one case, nearly every part we order is back ordered.

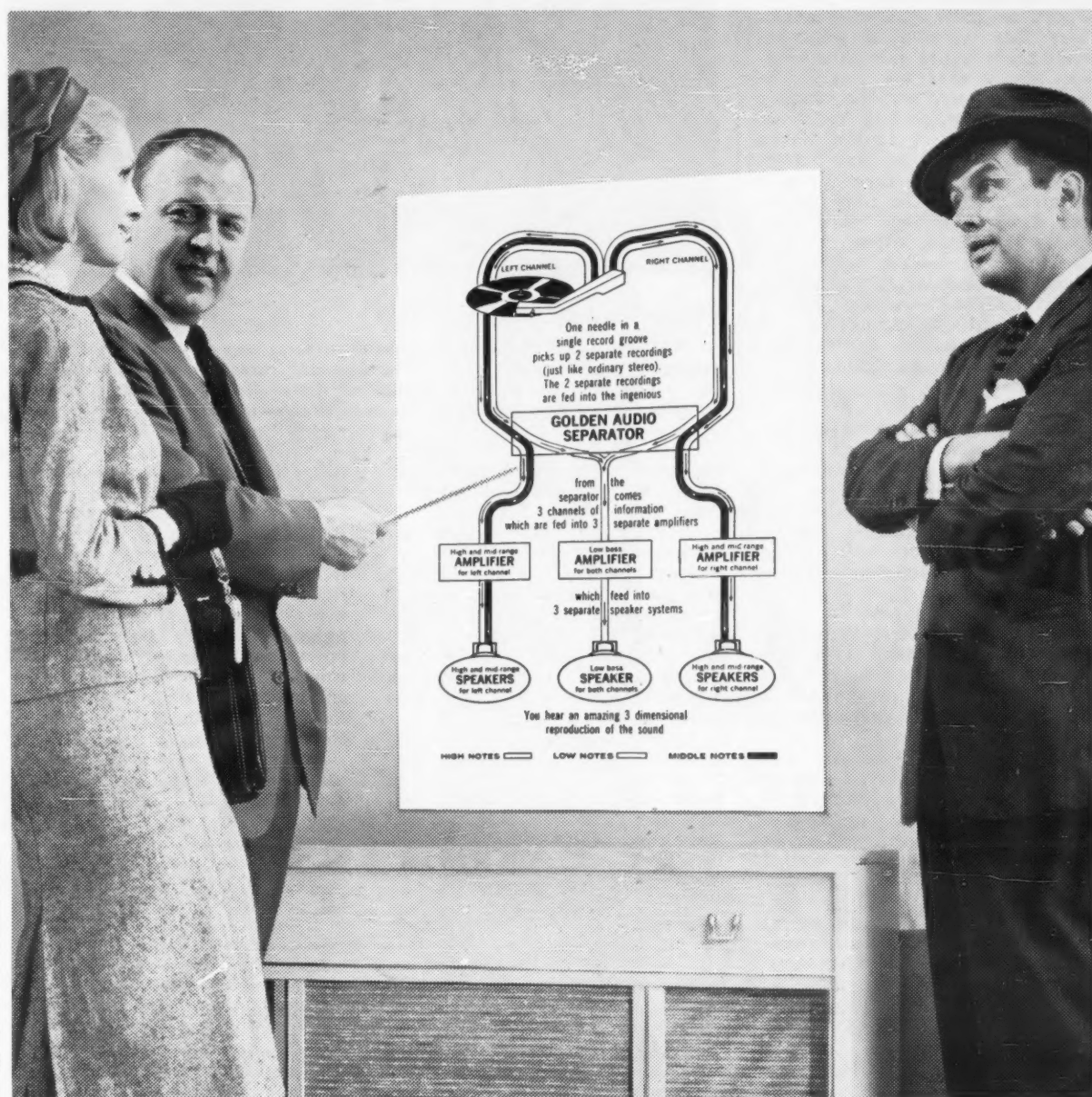
- Many manufacturers try to operate without distributors or parts centers. A rush order takes, on the average, two weeks.

- In the commercial refrigerator field, many products are assembled from components and many of the components used are not standard.

The cross indexings of interchangeable parts are sometimes months getting into the field. We then have to design a change here in the field, and when we do this, the labor charge is out of line.

- When manufacturers let a product out that does not function properly, we generally receive a factory modification special service policy. They credit us with certain set fees for doing this modification for them. In almost 100% of the modifications, we lose money because the time allowed us is not adequate. The factories arrive at this allowance by timing one of their men who does nothing but that particular job. Our general mechanics cannot do the job that fast.

L. P. ZACHARY
ZACHARY'S
WADESBORO, N. C.



Remember! Motorola scooped the stereo hi-fi world last season with a system that outsold all others in sound. So...

Wait! Motorola will introduce the sensational new sound systems for '61—coming in August!

MOTOROLA

Boycott Threats, But Little Action

Urgings to boycott Japanese-made goods grew weaker last week as few of the planned movements got off the ground. Still, the issue was by no means dead

The first rush of emotional reaction to the Japanese government's withdrawal of its invitation to President Eisenhower to visit Japan seemed to have faltered last week. And, though anti-American and anti-Kishi riots continued in Tokyo's debris-strewn streets, cooler heads seemed in command on the American economic front.

Just how long it would remain calm was uncertain, though. From the West Coast came pessimistic predictions that boycotts of Japanese-made goods would pick up momentum in the next few weeks. The feeling there was that the minority pressure groups pushing for "economic retaliation" against Japan hadn't had time to get their publicity out, to organize their forces.

Rumblings of fear that boycotting would break out anew were loudest in Japan, where business leaders were having nightmares over the possible loss of the fat U. S. export market. Last year Japan's exports to the U. S. totaled just over a billion dollars, and the volume is up more than 30% so far this year.

One of the first to jump on the boycott bandwagon after Ike's invitation was withdrawn was Admiral President Ross D. Siragusa. He urged all Americans, and particularly Admiral dealers, to refrain from buying Japanese-made products as a "counter-demonstration to the cancellation."

Siragusa told an Admiral meeting in Las Vegas that all of our allies should strengthen their positions against similar highly vocal leftist minorities to prevent possible future internal difficulties in foreign countries.

But the Admiral president admitted his motives weren't entirely political. His second reason for boycott: To demonstrate our concern over the government's "wide open door" policy in the area of foreign imports.

The most widely publicized boycott at the retail level took place in sun-soaked Miami. Led by Philip Somberg, of East Coast Dry Goods Co.,



Gibson Throws a Party

AND IT HAD THE FLAVOR of a theater party as singer Dorothy Collins (now touring in summer stock version of "Carousel"), turned up to preside at opening of new Merchandise Mart display. At left is vice president W. C. Conley. Gibson's "roving reporter" Gregg Donovan handles the mike.

the movement was supported by the Miami TV and Electronics Service Assn. But it fizzled fast.

Only a third of the retailers attending Somberg's organizational meeting were in favor of a boycott. Why weren't merchants willing to go along? An appliance-TV dealer summed it up this way: "A very tiny proportion of the Japanese people are against the treaty. You wouldn't want to start anything on that, would you?"

A West Coast congressman, Rep. Craig Hosmer (R-Calif.), was in favor of starting something—but on a small scale. He proposed that Americans protest the Japanese "insult" to Eisenhower by not buying any Japanese goods until July 4th. But his suggestion isn't likely to affect official Washington policy. For one thing, there's no major foreign trade legislation pending in Congress to serve as a focus for any

increased anti-Japanese feeling that might have occurred.

The administration, if anything, is likely to try harder than ever to improve U. S.-Japanese trade relations in an attempt to repair political relations with Japan. Normal election year domestic political pressures to make concessions to protectionist interests, however, will work in the other direction. So, the end effect most likely will be this: No change in official policy towards trading with Japan.

An EM Week survey of major cities showed that "no change" was the word on the retail scene, too. "No organized boycott" was the report from Los Angeles. "No consumer boycott," Cleveland, Atlanta and San Francisco echoed. "It's too early to tell," dealers in Dallas said, "there's certainly nothing definite."

And that seemed to be the picture all over: Nothing definite.

Washers Reach The Space Age

Before wash and wear it was easy. You built a washer to swish cotton through the suds and to rinse the fabric a couple of times

But wash and wear fabrics, perplexing mixtures of synthetics and natural fabrics, brought new problems for the manufacturers of automatic washing machines.

Machines were designed with more complicated controls to enable the consumer to meet the washing requirements of the new fibers—varying wash and rinse cycles and different temperatures. Trouble was that the new controls, composed of relays and mechanical timers, sometimes broke down. As many manufacturers soon learned, consumers and servicemen weren't happy with their reliability.

Last week, P. R. Mallory & Co. of Indianapolis was touring manufacturers' plants in the Midwest showing off a new device they said would solve the problem of washing machine controls. Mallory freely used that magic word of space age industry—"electronic."

Housed behind the backplash of a conventional washer which Mallory had rigged up as a demonstrator was a welter of wires, transistors, resistors and lights, more like the innards of a data computer than a washer. It was a timer switch without motors, cams, contacts or other mechanical parts.

Its major components are an electric clock, a series of solid state switching modules, transistor power amplifiers to energize conventional washer components, and a series of programing selector switches. D. J. Bowden, sales manager of Mallory's Electronic Timers Co. division, proudly pointed out that the timer doesn't require a washer to search for a starting point, to skip parts of cycles or to end at a specific position. If the timer doesn't want a cycle, the timer merely eliminates it. No longer must a washer run through a cycle at high speed to reject it.

Like most pilot projects, the Mallory "solid state" timer is expensive—the device now would cost about \$100 a unit and it was too big to be practical at present. But after a tour last week which hit Whirlpool, Kelvinator, Frigidaire, Youngstown and Blackstone, sales officials were enthusiastic.

"Reaction from our customers," said a spokesman, "indicates we are on the right track with the solid state system and work will continue on miniaturization and on reducing the price to a practical level." Earlier this month, the device had been shown to Tappan, Westinghouse, Hobart, Norge, General Electric, Easy, Philco, Maytag, Franklin, Whirlpool, Speed Queen and Hotpoint.

What about the future? One prediction from Mallory: Electronics probably will produce controls which will end the measured time cycle. Housewives will be able to wash clothes until they are clean and dry them until moisture is out.

In Du Mont TV: Stress on Cabinetry

Du Mont Emerson Corp. has unveiled the new Du Mont line of television and home entertainment centers with heavy stress on cabinetry—contemporary, Danish, provincial, traditional and early American. The line runs from a 19-inch table model at \$198, suggested retail price, to the top-of-the-line Royal Sovereign II and Marseilles II each listing at \$1,250.

Both top models are TV-stereo-AM/FM radio-phono consoles, the Royal Sovereign II in traditional styling and the Marseilles II in French provincial.

The television line brings the

improved "700" transformer-powered chassis, Perma-Tune and hand wiring to all the sets. Each model also is available with Du Mont's transistorized wireless remote control as an optional extra—except in the two top models which include remote control.

Although there are six television models with 21-inch tubes, Du Mont goes along with other manufacturers in the shift to 23's. The line offers seven 23-inch table models, ranging from \$260 to \$480, depending on woods and styles; three 23-inch low-boys (\$380-\$480); three 23-inch home entertainment centers

with TV, stereo and AM/FM radio (\$695-\$850 with remote); and 23's in the \$1,250 top models.

Certificates from the Mahogany, Walnut or Fine Hardwoods Associations on the nature of the Du Mont woods are major selling features of the line.

Du Mont also brought out a 24-inch low-boy TV (\$370-\$480); two 24-inch full door consoles (\$650); six stereo-AM/FM combos (\$450-\$550); the \$100 Soundstage AM/FM radio and the nine-transistor "900" pocket radio, retailing at \$58, without carrying case and earphone which step the price up to \$68.

Ready for you now!...
the 1961 TV line
acclaimed by over
4,000 dealers who
took part in
Admiral's giant
"Dealer Holiday"
airlift!

ADMIRAL

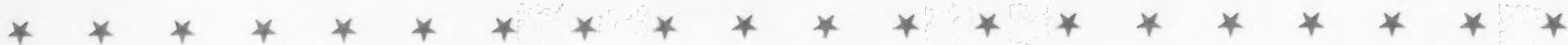
1st
and
finest

- ★ All-New TV Combinations!
- ★ New Big-Screen 23" TV!
- ★ New Remote Control Triumph!
- ★ New "Wide-Angle Look" Color TV!



the biggest summer TV promotion ever launched!

New 1961 Admiral 23" TV



*These sensational 23's spearhead the greatest TV line—
the most concentrated advertising push—in Admiral's history!*

New features! New styling! Plus the industry's

most quality-proved 23" TV chassis!

\$199⁹⁵

Model TG24K120,
in charcoal,
shown at right.
Matching swivel
base,
optional extra.



23" overall diagonal
282 sq. in. viewable area

Admiral, first with 23" TV, triumphs again! Now, for only \$199.95, you can sell a sparkling new 1961 Admiral 23—the only 23" TV with quality and dependability proved by millions of home viewing hours! New! Movie-square screen has 20 sq. inches more viewing area than 21" TV. No cut-off corners! You see the complete picture! New!

38% more picture contrast—remarkable new depth and realism! New! Flatter picture tube with optic filter ends distortion, reduces reflections and glare. New! Automatic Electron Focus Control assures lasting edge-to-edge picture sharpness. New! 5-Year Written Warranty on the heart of the TV set—Admiral's precision etched-board circuit!

Big-space national newspaper campaign starts week of July 11!

*Timed to hit when all America will be getting
ready to watch the political conventions!*



No waiting until Fall for big excitement, big sales on your retail floor. Admiral unleashes a barrage of 1600-line "Presidential Special" ads in July—hits again-and-again in all major market newspapers! Timed to strike right when political convention TV viewing is at its peak! It's the greatest summer TV promotion of all time!

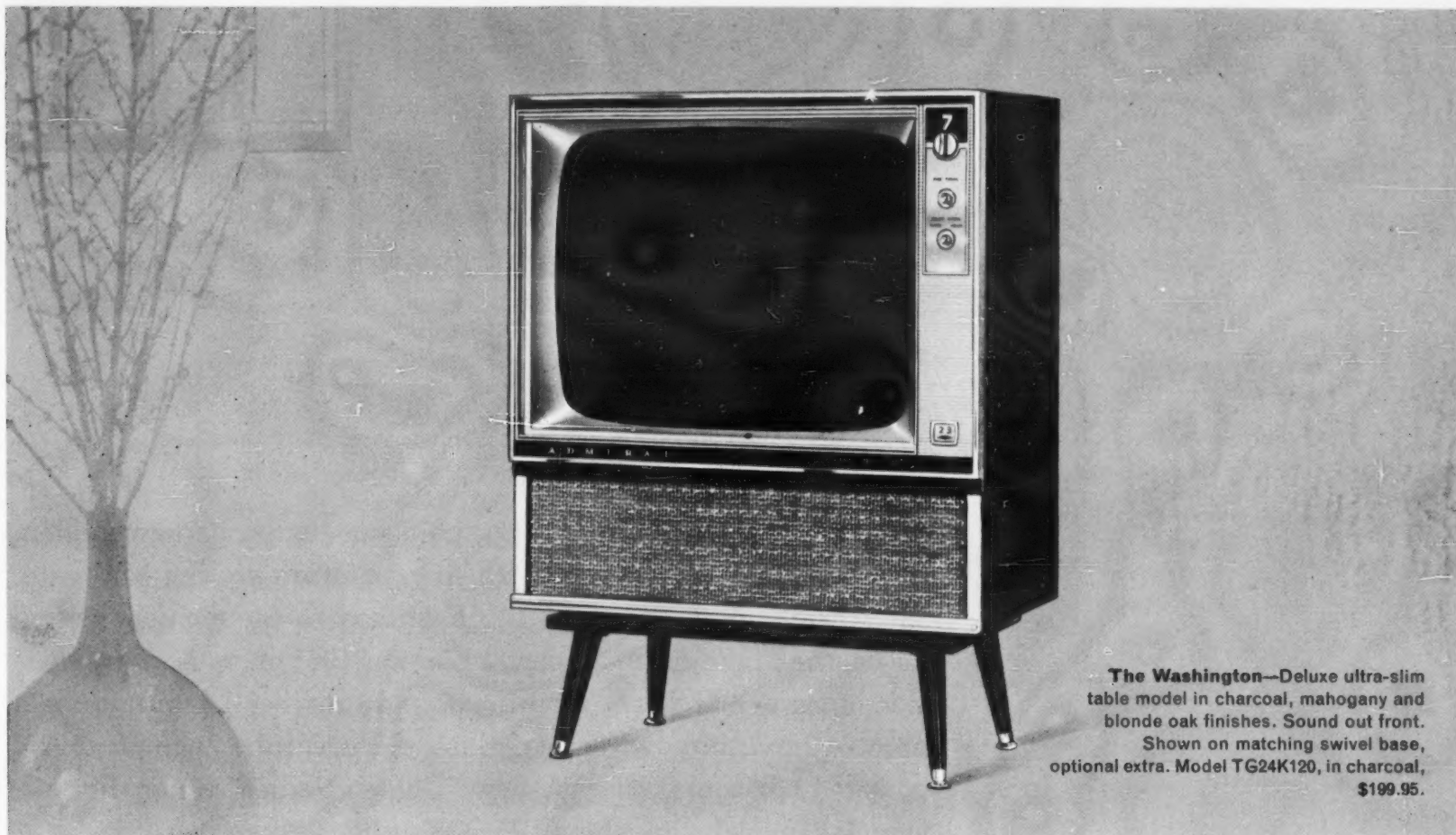
Plus Admiral's huge "Concentrated Power" ad campaign! Saturation coverage on Admiral 23" Super SON-R TV, TV-Stereo Theaters, Stereo Hi-Fi and Radios in magazines and newspapers! 22 insertions in LIFE, LOOK and Saturday Evening Post alone, plus 27 ads in other leading magazines—all concentrated in just 13 weeks!

MARK OF QUALITY



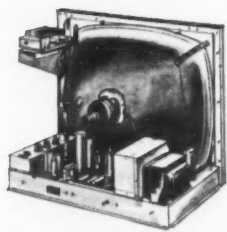
THROUGHOUT THE WORLD

Presidential Specials

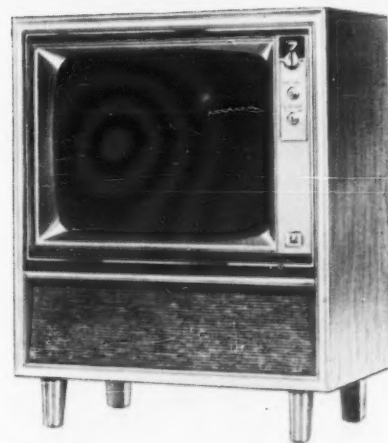


The Washington—Deluxe ultra-slim table model in charcoal, mahogany and blonde oak finishes. Sound out front. Shown on matching swivel base, optional extra. Model TG24K120, in charcoal, \$199.95.

*Only from Admiral — the most performance-proved
23" TV transformer-powered horizontal chassis!*



Admiral quality transformer-powered horizontal chassis has unmatched record of reliability in Wide-Angle TV! Especially designed for maximum performance in 23" TV, pioneered and developed by Admiral engineers. Horizontal chassis assures cooler operation and longer tube life. Powered to bring in even distant stations sharp and bright. New Super-Contrast control circuit increases picture detail. Automatic circuit breaker protects against damaging overloads. Greater operating dependability...less service headaches...more satisfied customers!



The Adams—Beautiful 23" TV modern console. In walnut, mahogany and blonde oak grained finishes on hardboard. Model CG24K133.

ADMIRAL®





Announcing the new look of elegance in Wide-Angle 23" TV!*

*Now Admiral, First and Finest in 23" TV,
adds dramatic new style appeal, new features for 1961!
Boosts performance with its famous Imperial
transformer-powered horizontal chassis!*



The Claremont—Model C24M121. Rich contemporary console in walnut, mahogany and blonde oak grained finishes on hardboard.



Now Admiral combines a luxurious new golden escutcheon with fine-furniture styling to create the world's most beautiful TV. Designed to complement every decor, the magnificent Imperial Line for 1961 offers a wide selection of Danish Modern, Traditional and Provincial cabinetry. All models have bonded safety-glass picture tube, transformer-powered horizontal chassis, new "Golden Signet" tuner, lighted channel indicator, push-pull On-Off, other deluxe features.



The Esquire—Model C24M149. Ultra-slim provincial console in beautiful maple veneers and hardwood solids.



The Balmoral—Model L24M151. New contemporary lowboy in walnut, mahogany and blonde oak grained finishes on hardboard.



The Patrician—Model L24M169. Decorator approved provincial lowboy in exquisite walnut or maple veneers on hardwood solids.

MARK OF QUALITY



THROUGHOUT THE WORLD

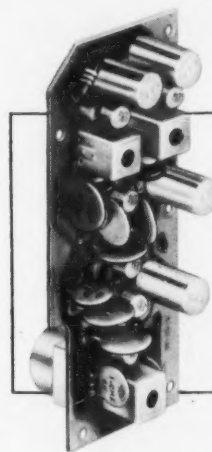
*23" overall diagonal 282 square inches viewable area



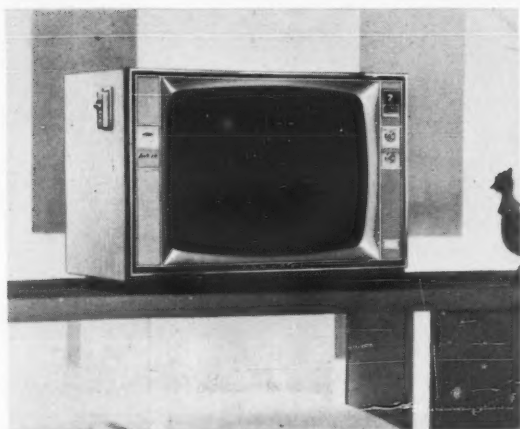
The Dania—Model LS24M161. Elegant Danish modern lowboy in walnut or cherrywood veneers and hardwood solids. Super SON-R.

New Admiral 23" TV with Super SON-R Remote Control

The world's most convenient remote control! Wireless Super SON-R not only turns the TV on, changes channels and adjusts the volume—it also turns the TV *completely* off! No tubes are left burning inside the set, as with ordinary remote systems. And yet, even when the TV is shut off entirely, your next hand-unit signal brings back the picture and sound instantly. No buttons to push, no knobs to turn at the set ever!



New Super SON-R power amplifier in TV set has 7 transistors, plus 1 power diode. Uses less than 1-watt of power, yet stays on constant "alert," always ready to receive SON-R signal.



The Debonair—Model TS24M123. Ultra-slim table model in charcoal, mahogany and blonde oak grained finishes. Super SON-R.



The Emperor—Model CS24M149. Decorator approved provincial console in beautiful mahogany or maple veneers and hardwood solids. Super SON-R.



The Ravinia—Model LS24M159. Graceful provincial lowboy in mahogany or cherrywood grained finish on hardboard. Super SON-R.

ADMIRAL®





Announcing the new compact look in TV-Stereo Combinations

*All-new! All-in-One! 1961 Admiral Home
Entertainment Centers—with Wide-Angle 19" or 23" TV—
feature beautiful styling, top performance, value prices!*

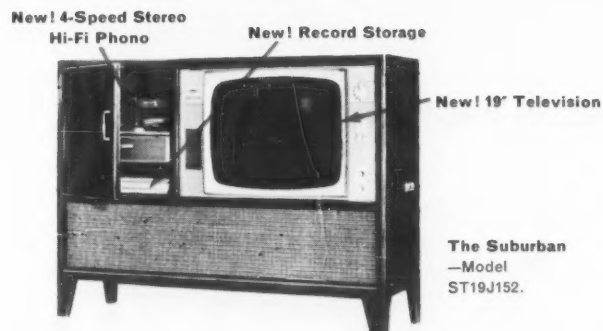


New 19" TV and Stereo Hi-Fi Phono! World's most Compact!



The Mensa—Model ST19J169.

A masterpiece of compactness in smart decorator styling! Big, movie-square 19" TV—10% more viewing area than 17's! Brighter, sharper; no cut-off corners! Powerful Admiral quality transformer-powered horizontal chassis. New stereo hi-fi phono has multi-channel amplifiers, 16 watts of peak power output, 4 matched stereo speakers, lifetime diamond needle, tone-arm record brush. Famous "Phantom 3rd Channel" sound system. Only 30" high, 40 $\frac{5}{8}$ " wide, 14 $\frac{1}{8}$ " deep. Wide choice of finishes.



The Suburban
—Model
ST19J152.



The Markham—Model STF24M151. 23" TV, 4-Speaker Stereo Hi-Fi Phono, FM/AM Radio. Also available with AM only as **The Eastwood**, Model STA24M121.

21" inch

23" overall diagonal
282 sq. in. viewable area

23" inch

New 23" TV, Stereo Hi-Fi Phonograph and FM/AM Radio

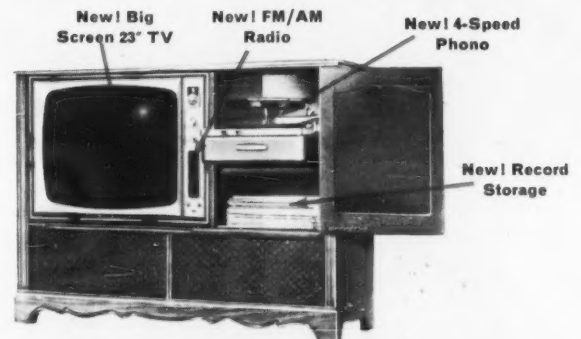
(Also available as straight TV—Stereo Hi-Fi)

Now Admiral puts all its latest home entertainment achievements in one compact instrument.

New Quality Wide-Angle 23" TV: 20 square inches more viewing area than 21" TV. Movie-square screen; no cut-off corners. Transformer-powered horizontal chassis. Bonded safety-glass picture tube eliminates dust-traps, reflections and glare.

New Stereo Hi-Fi Phonograph: Famous Admiral "Phantom 3rd Channel" sound. Multi-channel amplifiers. 16 watts peak output. Perfectly matched and balanced stereo speaker system. New 4-speed record changer with automatic shutoff, lifetime diamond needle, tone-arm record brush.

New Admiral FM/AM Radio: Super-sensitive tuner provides drift-free, static-free FM reception plus long-range AM. Lighted slide-rule tuning dial is designed right into up-front master control panel.



The Kimberley—Model STF24M169. 6 speakers.



The Berkley—Model STG24K132. 23" TV, Stereo Hi-Fi Phono, 4 stereo speakers. Non-bonded picture tube in this model only.

MARK OF QUALITY  THROUGHOUT THE WORLD

ADMIRAL®



Announcing

THE NEW WIDE ANGLE LOOK IN

COLOR TV



The Champlain—Model L71N177. Decorator approved provincial lowboy in magnificent cherrywood veneers and solids.

New Wide-Angle Golden Escutcheon—with Contoured Glass Faceplate and Newly-Designed Control Panel—Adds Dramatic Style Appeal!

Now the biggest, brightest picture in Color TV is set in a beautiful new Wide-Angle frame—truly the new look of quality and elegance. The picture area looks *squarer, larger, more appealing*. Gone forever is the flat, old-fashioned glass faceplate. Admiral's curved glass mounting—the first in Color TV—adds a rich new dimensional effect, but can still be removed from the front. Tuning

controls have been simplified and are all conveniently up-front in the magnificent new master control panel. Pictures are brighter, sharper than ever! New transformer powered horizontal chassis gives greater contrast in reserve. High-gain tuner improves reception in fringe areas up to 30%. Never before has Color TV looked as well, performed as well, been so *salable*!



The Embassy—Model T71N120. Deluxe table model in charcoal, mahogany and blonde oak grained finishes. Sound out front.

Admiral Color TV is designed with separate circuits to insure perfect color and black-and-white reception

COLOR TV So Excellent it is Backed by a Triple Warranty

1-YEAR WRITTEN WARRANTY on all parts and components, including the picture tube!

5-YEAR WRITTEN WARRANTY on all Admiral etched circuit boards!

FACTORY REGISTERED WARRANTY—Each set is numbered and registered in the purchaser's name to insure the highest dependability and quality attainable.

Only 2 Simple Controls Needed to Tune in Natural, True-to-Life Color!

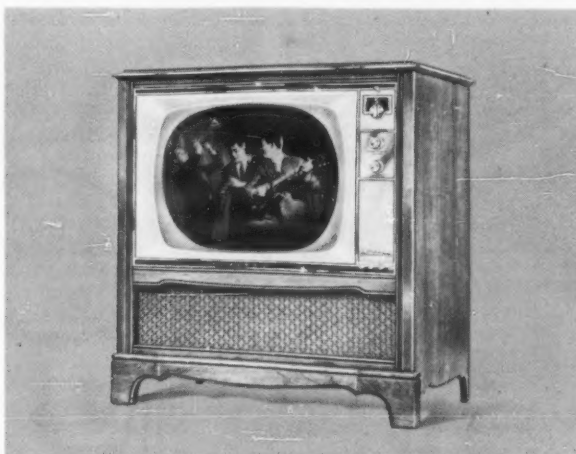
COLOR FIDELITY CONTROL—Permits precise control of color balance to achieve perfect color fidelity.

COLOR INTENSITY CONTROL—Brings color into picture with just a twist of the knob. You adjust brightness and intensity values to suit your personal taste.

COLOR-KEYED MARKINGS—Located on knob skirts of Color Fidelity and Intensity Controls for greater tuning ease.



The Commodore—Model C71N131. Beautiful contemporary console in walnut, mahogany and blonde oak grained finish on hardboard.



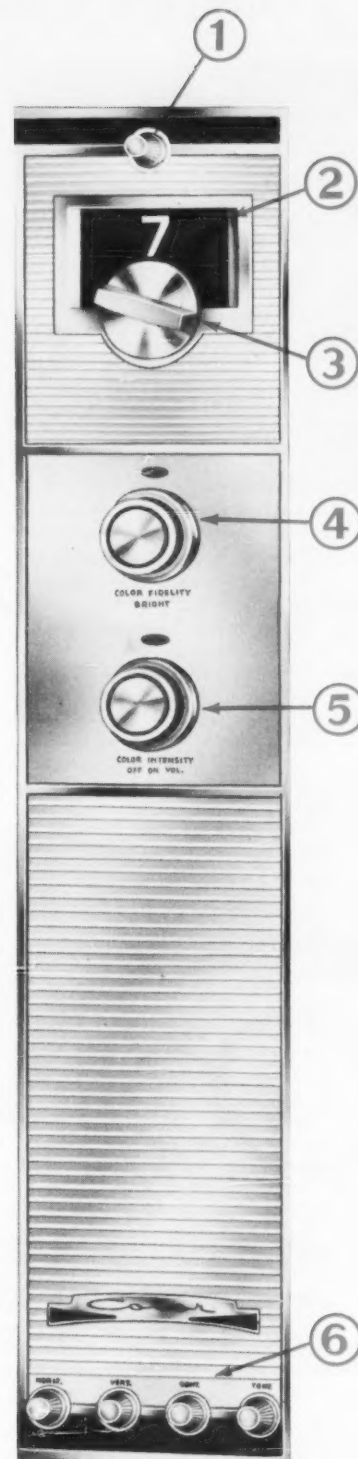
The Delmonico—Model C71N147. Decorator approved provincial console in luxurious mahogany or cherrywood veneers and hardwood solids.



The Ainslie—Model C71N151. Classic Danish modern console is available in hand-rubbed walnut veneers and hardwood solids.



The Ambassador—Model L71N162. Elegant contemporary lowboy in rich walnut, mahogany and blonde oak veneers and hardwood solids.



1. Automatic "Set 'n Forget" Fine-Tuning Control
2. Lighted Channel Indicator
3. Channel Selector
4. Color Fidelity Control
5. Color Intensity Control with Push-Pull On-Off and Volume Control
6. Four Preference Controls: Separate Bass-Treble, Vertical, Horizontal and Contrast Controls.

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As their families, incomes and desires grow, young marrieds buy more and more and more. They're your best customers. And more of them read TV GUIDE than any other magazine! More young married women read it than Ladies' Home Journal, McCall's, Good Housekeeping (Starch 1960 Consumer Magazine Report). RCA Victor, Sylvania, DuMont, Columbia Phonographs and Raytheon are among the appliance advertisers who are turning this fact to their profit.



Best-selling weekly magazine in America . . . circulation over 7,250,000

DATELINE: EUROPE

By LAURENCE WRAY, EDITOR

Discounting Comes to France

French families have been enthusiastically embracing electrical and gas appliances for only a decade. But the manufacturers and their representatives throughout the country, together with their "concessionnaires" (dealers) have already begun to experience some of the headaches we are all too familiar with in the U. S.—deals, price-cutting, discount operations.

All of this—even though still confined largely to the bigger urban centers such as Paris, Lyons, Marseilles and Bordeaux—is causing no little head-shaking, hand-wringing and general anguish among prominent manufacturers who envision a tidy, thriving industry brought into public mistrust and suspicion because of the activities of the "cheaters," or undersellers, as they call them. A group of such appliance-radio-television manufacturers from the Paris area held a meeting on the subject recently but, apart from assessing the extent of the practice of discounting and defining the various forms it takes, apparently were unable to come to any solid agreement on how to deal with it.

It might have occurred to them, perhaps, that both the time and conditions in the industry were ripe for raids on the lush business of the "legitimate" dealers and department stores. Or the obvious fact that the situation will probably get worse in the future, rather than better. A little study of the evolution of the American marketing scene during the post-war years might provide them with a clearer, if somewhat disenchanted, perspective of things to come.

Certainly, insofar as most major appliances are concerned, the French industry stems almost entirely from the post-war period. As we pointed out, only 20,000 refrigerators were sold in France in 1938. Ten years later, the figure still stood at only 60,000 units, but from 1952 on things really began to roll. Here are the official figures of the Direction des Industries Mechanique et Electrique.

	Refrigerators	Washing Machines	Radio	TV
1952	170,000	140,000	850,000	28,000
1953	190,000	171,000	914,000	59,300
1954	237,300	250,000	1,204,000	123,000
1955	260,500	339,000	1,228,000	186,000
1956	374,800	409,000	1,449,000	251,000
1957	556,400	582,000	1,665,000	340,000
1958	675,600	479,000	1,543,000	372,000
1959	720,000	500,000	1,575,000	509,000

So in the past eight years alone, from almost a standing start, France has produced and sold nearly 3,200,000 refrigerators, nearly 3,000,000 washing machines, close to 10,500,000 radio sets and almost 2,000,000 television sets. Small wonder that everyone has been trying to get into the act including the discounting fraternity.

What makes the sales prospects especially attractive is the fact that, despite the healthy, if not spectacular, growth of the industry over the recent years, the saturation levels attained for refrigerators and washers are still less than 20% of the wired homes in France. For example, in Paris, only 15% of the 1,960,000 families own washers; in small towns of 2,000-50,000, with 5,530,000 wired homes, washer saturation is 27%, but of the 14 million wired homes in France, washer ownership is just 18.5%.

Similarly low saturation figures apply to refrigerators with about 3.5 million in use; vacuum cleaners with 3.6 million and electric ranges and dryers which have made very small inroads on the French market to date. Radio and television sets, of course, have been selling at a faster clip as the above figures show, but TV saturation is still only 15% of the market.

But sales of all types of appliances keep forging ahead year by year—a factor that keeps the French competitive urge at a fever pitch. Nor is it confined to the manufacturing level; it spreads down through their representatives



This is the sixth in a series of articles written by EM Week Editor Laurence Wray while on a six-week visit to Europe. Wray met with dozens of appliance dealers and manufacturers in England, France, Germany, Italy and Switzerland (as in above luncheon in Paris).

In England he noted that the appliance industry is booming due to the recent (1959) easing of the excise tax and removal of restrictions on installment credit buying. Domestic demand has so far outstripped appliance production that the British are forced to import to meet it. Rapid

selling direct to the dealer; to wholesalers and to the dealers themselves. Unfortunately, even the French housewife, due to the recent flurry of activity on the part of the fledgling discounters, is learning to be extremely adept at bargaining. And, because trade-ins are virtually unknown in France because of the low level of ownership, much of the haggling is on either the cash price or the terms.

One of the first big discount houses in Paris must have made a careful study of such American discount operations as Masters, Korvette, Polk and others. This particular character, a M. Gattegno, ran the Studios Wagram, where all appliance-radio-TV sales were marked down 20% from the manufacturers' list. The classic formula of large turnover, low operating expense, cash sales and no delivery, service, or financing applied. The 20% discount left the Studios Wagram with an average margin of 17%, but they also earned a 2% discount for paying cash for their goods and an additional annual rebate of 4% from the manufacturers through quantity buying.

M. Gattegno's business flourished at a great rate, much to the anguish of legitimate dealers and the big department stores. By 1955, his volume had reached 245 million francs; by '56, it was 450 million; in 1957, it doubled to 900 million and there is no telling where it might have wound up if this pioneer discounter had not made the mistake of over-extending himself. He opened another big store, "CentrAchat," smack in the area of two of the biggest department stores in Paris. Embarrassed manufacturers tried to refuse to deliver goods to the discounter, under the very eyes of their department store clients, which resulted in a flurry of lawsuits. Then the department stores themselves went to work on M. Gattegno in earnest. They slashed their own prices right and left and finally forced him into bankruptcy. But the damage had been done from the standpoint of making discounting a well-known method of merchandising.

The most common form of discounter is the licensed dealer who locates his stores close to the bigger appliance dealers and department stores and who is supplied by the manufacturer. They send out "confidential" circulars, offering from 12 to 30% discounts from manufacturers' list. The circulars list brand names of most major appliances, radio and TV sets, except washers and refrigerators where it is indicated that they are able to supply a choice of the main brands of either French or foreign products. They generally offer credit terms of 4-18 months and, in addition, guarantee parts,

growth by large retail chains is forcing the small dealer to form retail cooperatives. But business is good and nobody is crying (EM Week, May 9, 16, 23 and 30).

Across the Channel, the French are enjoying a similar boom. News of mergers, new plants, and ad and promotional campaigns fill the air as they continue to produce and sell more appliances. They too are beginning to look beyond their borders for new products (EM Week, June 13). Still coming in future issues: Wray's observations on Germany and Italy.

installation and after-sale service. They advertise in newspapers and women's magazines and conduct themselves as "legitimate" dealers, except for the discount angle.

The department stores have counter-attacked. All this recent wave of what is called "under-selling," or more bluntly, "cheating" among French appliance retailers has not gone unnoticed by the big department stores. Although they had only begun to sell appliance, radio and television products a short ten years ago and opened specialized departments as late as 1954, they had found the business extremely attractive, both from a traffic-building and profit standpoint. The lesson they learned from M. Gattegno's Studios Wagram was quickly translated into a cooperative action to meet the competitive prices of the discounters.

Some adopted a policy of repaying the customer any difference in price, if the customer could find the same brand of product being sold at a lower price elsewhere. That entails constant "shopping" of the discounters—a practice we are not entirely unfamiliar with. But in some respects, French department store policy towards discounting differs from ours. They will "undersell" brands being "undersold" elsewhere, for instance, but will respect the list prices of those brands not being discounted by other dealers.

On the other hand, the department stores have another weapon—the private brand, made for them exclusively by four or five of the larger manufacturers, and sold at lower prices than standard brands. On refrigerators, private brands account for about 40% of their total sales and almost as high a percentage on washers. But while they make money on private brands, they make even larger margins on standard brands, so the French appliance salesman's job is to switch customers if possible. The private brand is simply another competitive price advantage. Incidentally, department stores generally are looked upon by the appliance manufacturing industry as ideal outlets.

But despite the efforts of the department stores to keep France's relatively new and healthy appliance business on an even and profitable keel, the trend would seem to be against them. The manufacturers continue to supply goods to the "undersellers" and there are very few firm list prices in the industry. Suggested lists mean exactly the same thing they do in the states—the retailer will be more and more inclined to temper his prices to local competitive conditions.

C'est la vie, or perhaps more appropriately, c'est la guerre.

**THAT'S RIGHT—
50 GRAND PRIZES!**



**REFRIGERATOR-
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Golden Value Line of the Sixties

The big General Electric Refrigerator Vacation Days Contest will bring more traffic than ever into the store!

More than 1000 prizes in all!

Fifty expense-paid trips for two—to glamorous vacation lands! Polaroid Cameras, Barbecue Grills, Fitted Picnic Baskets, Barbecue Utensil Sets!

Consumer must come right to the store to enter!

Official entry blanks will be available through franchised General Electric dealers. Customer picks up entry blank—in 50 words or less, tells why he or she would like to own one of the General Electric Frost-Guard Combination Refrigerator-Freezers.

Now it's your chance to show all General Electric Frost-Guard models including the BGS-13, BG-13, BG-15!

Refund to grand prize winners! General Electric will refund to trip winners the purchase price of any Combination Frost-Guard model bought by such trip winners during contest.

National advertising support! On the General Electric Theater July 24 and August 21.

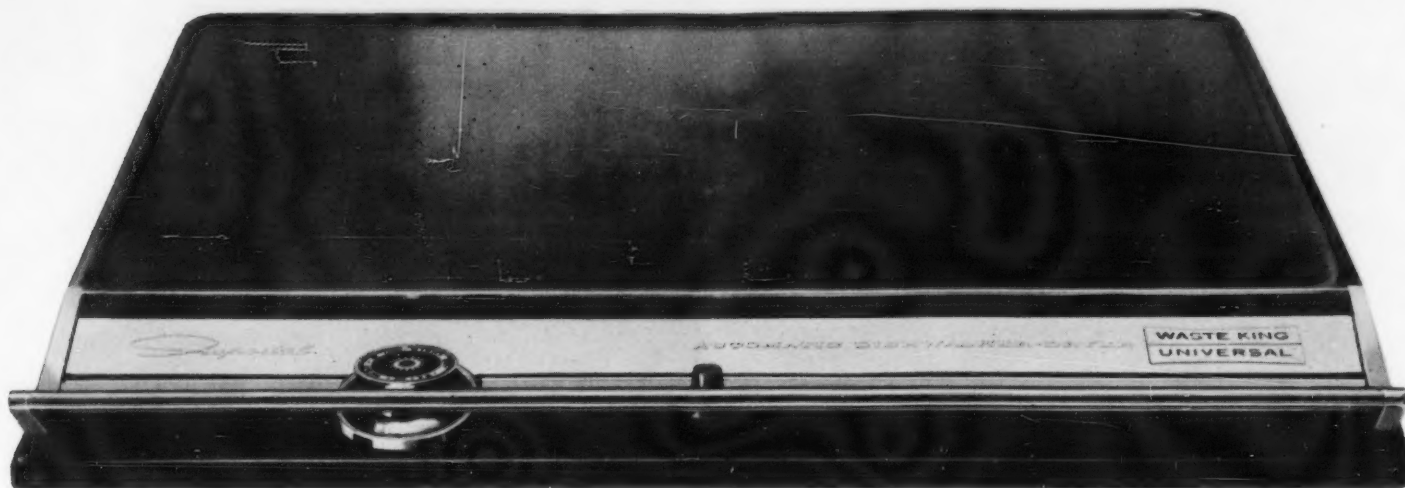
Complete promotion kit available!

Call your General Electric Distributor Now! He'll give you all the information, all the help you need to cash in!

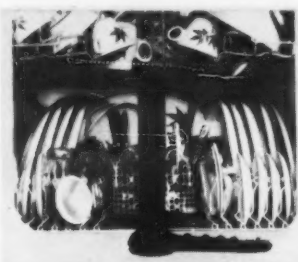
Progress Is Our Most Important Product

GENERAL  ELECTRIC

Household Refrigerator Department — Louisville, Kentucky

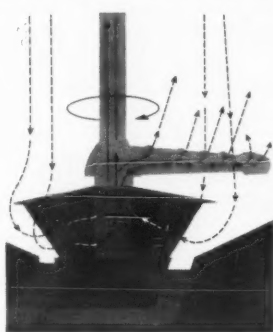


Customers can SEE the difference...*you* can SELL the difference...in the new WASTE KING UNIVERSAL PORTABLE DISHWASHER. It holds more dishes than any other dishwasher ever made split-level washing activated jets to every washes up and down every dish, cup, glass,



washing action does dishes better than she can. And, she piles dishes in any way she chooses because the new "Z-ARM" makes true random racking possible. Large, odd-shaped dishes and pots and pans go on either tom rack, in any corner...anywhere. They can't escape washing action. The exclusive self-cleaning filter sys-

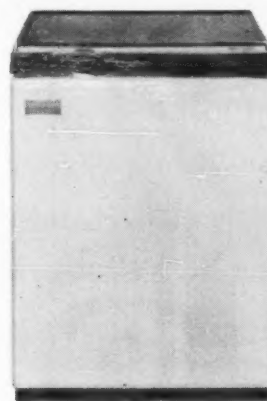
food wastes, flushes little particles down the drain, en- big ones in an easily-accessible, easy-to-clean filter cage.



ed beauty top, it rolls sink. Hose Waste King dishwasher. sales in the *wire collect, or write now* for big promotion news about WASTE KING CORPORATION, Los Angeles 58, California.

with a handy charcoal easily from its storing

connection snaps easily onto any style faucet. The new Universal portable is everything she's ever wanted in a See to it you're ready to capitalize on climbing dishwasher "soaring sixties." *Call, or*



top or bot- the "Z-ARM" tem traps snares the A sculptur- grey work- place to

**WASTE KING
UNIVERSAL**

NEW PRODUCTS

FEATURES THIS WEEK

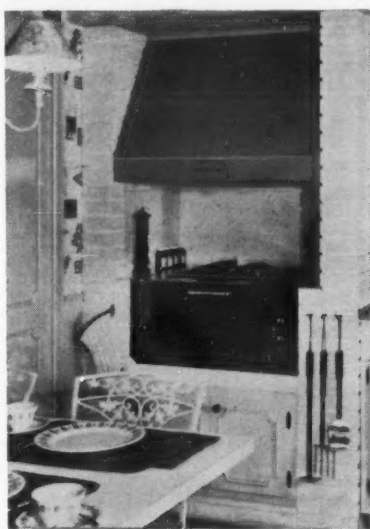
RCA Victor 1960-61 TV line • Sylvania 1961 TV and radio lines • Hotpoint combination oven-surface unit • Kelvinator and Gibson freezers • Majestic grill and hood • Emerson-Electric attic fan

MAJESTIC Char-Grill and Vent-Hood

Char-Grill No. 44-E electric barbecue for built-in installation features twin 3000w elements, each with its own infinite control knob for individual independent operation. This added flexibility permits cooking rare to well-done meats at same time for varying individual tastes. It also allows the use of just 1 element to conserve power when amount of food to be cooked does not justify use of both elements.

Located below cooking elements are random ceramic "Char-Roks" to hold and evenly re-radiate heat to the cooking surface above, minimizing heat loss. Also features a removable tilt-top grill, controlled by a separate handle. Tilting position of grill top causes grease to run down into a removable drip pan located inside forward top edge of grill housing. This run-off reduces flame-up of dripping grease that often occurs in open fire barbecuing. A removable drip tray is built into the bottom of grill unit, which is made of heavy gauge steel angle-iron type framing encased in heavy gauge steel sheeting. The exterior is finished in baked on Deeptone grey wrinkle enamel. Overall dimensions are 31 in. wide, 14½ in. high, 22½ in. deep.

Majestic also offers Char-Grill Vent-Hoods in matching black wrinkle



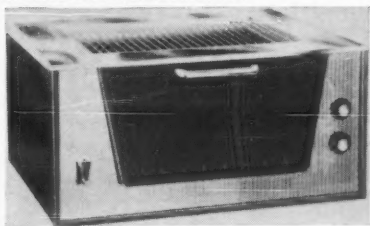
CHAR-GRILL AND VENT-HOOD

enamel, Deeptone grey wrinkle enamel, copperstone enamel and stainless steel; in sizes 30 in. wide and high, 24 in. deep. The hood contains a built-in 500 cfm exhaust blower; removable, washable, aluminum filter; 2 incandescent lights; and separate switches for lights and blower. It can be vented through the top or back, depending on installation requirements.

Majestic furnishes also at extra cost a line of essential venting attachments including a 4x12-in. to 8-in. round transition; 4x12-in. rectangular, vertical elbow; and a weather vent for the outside wall.

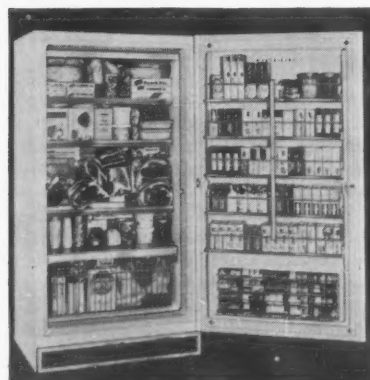
Electric rotisserie spits, grill covers, steak baskets and wiener racks are some of the accessories in the 1960 Majestic Char-Grill line. **Majestic Co., Huntington, Ind.**

MAJESTIC CHAR-GRILL NO. 44-E



KELVINATOR "No-Frost" Freezer

A new "No-Frost" 14-cu.-ft. upright freezer, KV-14MNF, uses an air cir-

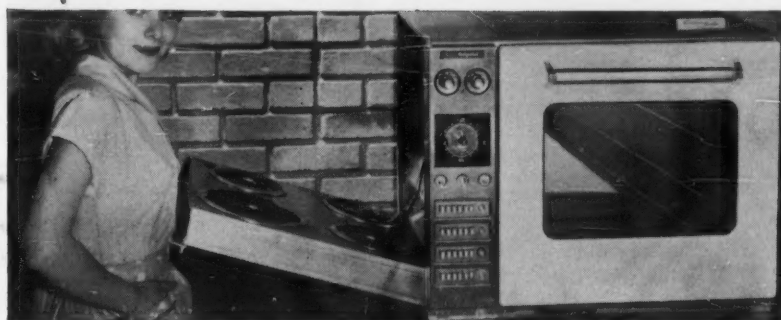


ulation system similar to that used in freezer compartment of frostless Foodarama and refrigerator-freezers.

It has a cooling coil on the back wall of cabinet; a small fan forces air through and around coil and circulates cold air throughout the cabinet, maintains freezing temperature but prevents deposit of moisture.

Has 490-lb. capacity; roll-out basket at bottom is removable for easy loading. Has 4 shelves, 1 removable. "Magic-Stor" door shelves provide easy and compact storage of food packages in 5 shelves. A vertical bar in the center controls the horizontal shelf guards.

Interior floodlight safety signal light glows indicating power is on; adjustable level screws on front feet of cabinet; safety door latch and tumbler-type lock. **Kelvinator Div., American Motors Corp., Detroit 32.**



HOTPOINT Oven-Surface Unit

This combination oven and surface unit, formerly a "Custom Trend" design, is now in production.

The surface section has 4 elements controlled by pushbuttons. The oven features an automatic rotisserie, 2-positional bake and broil rack; re-

movable door for easy cleaning; new mirror window and raisable broiler rack. It is 28 in. when closed, 50 in. with surface section open.

Price suggested, approximately \$400. Hotpoint, Inc., 5600 W. Taylor St., Chicago 44.

GIBSON Freezer

The **G-414-F01** features Gibson's freeze-flo freezing system which forms shelves and side plates from one continuous aluminum freezing plate, providing 3-way freezing action in each shelf for fast sharp freezing.

New deep door shelves with swing-up package guard provide convenient storage for frozen food packages of all sizes and shapes. Special door racks hold over a dozen juice cans.

Exterior has Gibson's trimline styling with diamond embossed door and is identical to "Market Master" freezerless refrigerator.

Double warranty covers both refrigeration system and food spoilage; 13.6 cu. ft. or 477-lb. capacity; light blue interior with gold trim. **Gibson Refrigerator Div., Hupp Corp., Greenville, Mich.**

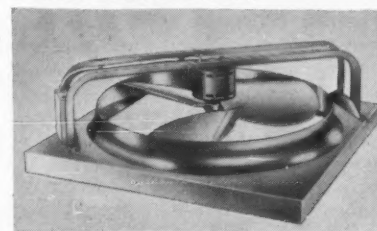


EMERSON ELECTRIC Attic Fan

Quieter operation and high efficiency are features of Emerson Electric's 36-in. Direct Drive attic fan which eliminates all belts and pulleys through use of an Emerson ¼-hp permanent split capacitor motor.

Designed to operate smoothly at 835 rpm, it features full venturi to improve static pressure performance;

EMERSON ELECTRIC ATTIC FAN

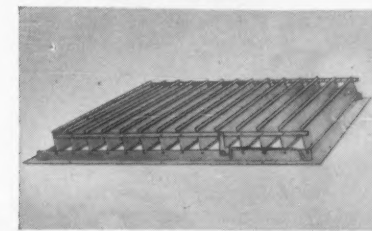


baked enamel finish; steel blades.

Ceiling shutters that open and close automatically with operation of fan are available. They feature special "flutter-proof" design, overlapping aluminum louvers mounted in formed steel frame and fusible link for extra safety; entire shutter unit can be mounted in ceiling with no trim.

Price, fan, \$69.90; shutter \$19.60. The Emerson Electric Mfg. Co., 8100 Florissant Ave., St. Louis 36.

EMERSON ELECTRIC SHUTTER



CHAMBERS Disposer

"Hush-A-Way Deluxe" disposer is one of the newest additions to the Chambers Built-ins 50th Anniversary Gold Award line.

This heavy duty "Hush-A-Way" is claimed to be whisper quiet and vibration free with self-sharpening shredder sleeve and blades which are within 15 pts. of diamond hardness. The shredder, with unique 60-deg. angle grooves gives 50% faster cutting action to convert waste into superfine particles. A ½-hp motor provides instant, constant power, and large throat permits continuous feed.

Other features include permanently lubricated ball bearing drive and precision balancing throughout; an exclusive hanger design for easy installation in any drain with simple plumbing tools.

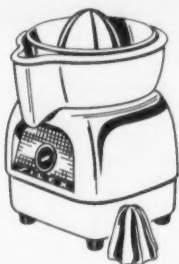
Chambers Deluxe waste disposers, "Hush-A-Way" Deluxe No. CH-6600, and Custom Deluxe No. CF-6000, carry a 1-yr. factory replacement guarantee. **Chambers Built-ins Co., 2012 N. Harlem Ave., Chicago 35.**





**THIS BRAND
OPENS
NEW FRONTIERS
FOR PROFIT!**

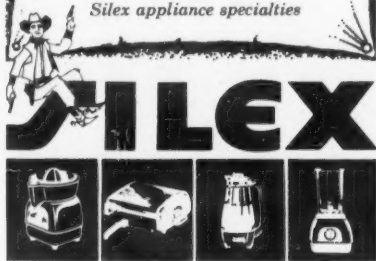
**DELICIOUS FRESH JUICE IN SECONDS
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Approved by Sunkist for better tasting fresh juice. Silex juicers put extra profits in your pocket. Deluxe model has magic-motion strainer to extract up to 20% more juice!

FREE LEMON REAMER
Model 2711 (deluxe) Retail \$24.95
Model 2710 (custom) Retail \$18.95

specialize in profits with
Silex appliance specialties



The Proctor-Silex Corporation
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Dazzling

is the word for
DOMINION'S
Showtime
Spectacular
(coming July 11)

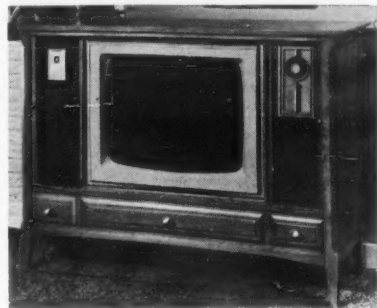
SYLVANIA 1961 TV Line

The 1961 Sylvania TV line includes 14 bonded shield 23-in. models; 3 19-in. reflection-free table-console sets and 4 17-in. portables, and features "new and unusual approaches to furniture styling."

Top of the line features 3 custom consoles with cabinetry by Heywood-Wakefield. The line also features a newly developed "woodblend" Halo-Lite in beige to blend with cabinet finish when set is off. It changes to a cool white when set is on. Three sets have combination wood and metal cabinets; 5 sets feature Sylvania's Magic Touch remote tuning. **Two models** (Nos. 23C27 and 23C39) are Old Colony, Early American, of solid hard rock maple. No. 23G37 has ¾ doors. No. 23C38 in the Fascination, transitional modern group has sliding tambour doors as does No. 23C39. All 3 have Halo-Lite; Nos. 23C39 and 23C38 feature Magic Touch remote tuning.

The combination wood and metal models consist of basic cabinets in metal with solid wood tops, wood finished inlays on front and carved wood legs and bases. The 3 23-in. lowboys carrying this feature are

OLD COLONY 23C37 HW



FASCINATION 23C38 HW

Nos. 23C30, 23C31 and 23C33. The first 2 with Halo-Lite, No. 23C33 has remote control.

Waist-high front controls are featured on most of the consoles.

Three metal table models complete the 23-in. line. The leader is available in ebony; the middle and top models have simulated wood-grain finish. All table models have recessed top controls.

One new model in mahogany grain finish has been added to the 19-in. table console line introduced in April. It features the bonded shield reflection-free picture tube; has recessed top controls also a 3x5-in. front speaker.

The new 17-in. Duallette portables also introduced will supplement the remote control Duallette introduced in April. A 17-in. metal "leader" portable has a carrying handle and built-in antenna.

Price, from \$179.95 for 17-in. Duallette, 17D17 to \$550 for Fascination, 23C38 and Old Colony, 23C39. Sylvania Home Electronics Corp., Sub. of Sylvania Electric Products, Inc., Batavia, N. Y.

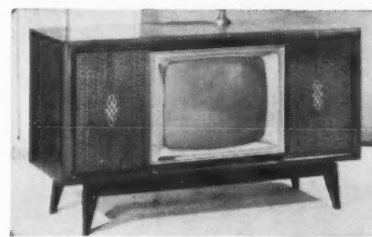
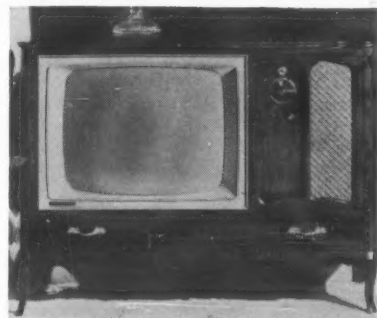
RCA VICTOR 1960-61 TV Line

RCA Victor's 1960-61 TV line features a new long-range tuner using RCA's thimble-size nuvistor tube that provides up to 30% better fringe area performance, advance styling, fine furniture, and 5-year warranty on security sealed circuit boards.

The new line includes 3 table models using the new 19-in. RCA "Silverama" bonded picture tube which provides 176-sq.-in. viewable picture; one of the 3 sets features the new 5-function "Wireless Wizard" remote control which changes channels, turns picture and sound on-and-off, gives 4 levels of volume and turns power completely off. Prices for the new line start at \$169.95 for the Campaigner Sportabout series 171A03 with a 17-in. tube providing 156-sq.-in. picture.

Eighteen of the new sets, including 3 in the Henredon series, have the 23-in. "Silverama" 110-deg. bonded picture tube; 5 models, 2 table, 2 console and a contemporary console, have 21-in. picture tube. Henredon models include the Cherbourg, No. 231HR77, a lowboy cabinet in

BORDEAUX 231D73



WOODBIDGE 231DV12

walnut veneers and solids; Bellini, No. 231HR78, a provincial cabinet in antique fruitwood veneers and solids; Wellington, No. 231HR79, a full-base lowboy in antique moonstone or antique fruitwood veneers and solids.

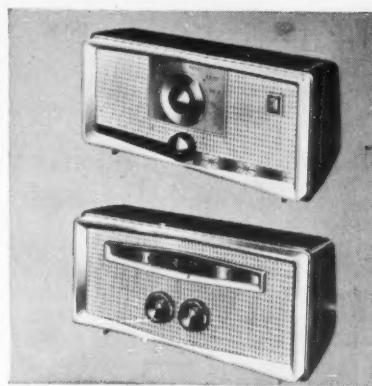
Highlight of the new line is a group of 3 new TV-radio-phono combinations, all with 23-in. picture tubes and featuring AM-FM radio and a 4-speed hi-fi record changer that plays stereo as well as monophonic records.

Prices start at \$169.95 for Campaigner Sportabout; Henredon series from \$800. RCA Victor Div., Radio Corp. of America, Camden, N. J.

WELLINGTON 231HR79



SYLVANIA 4PO5 TRANSISTOR



SYLVANIA AM-FM STEREO-CAST PAIR

SYLVANIA 1961 Radios

Seven new transistor radios ranging from a 4-transistor shirt-pocket version to a deluxe 7-transistor clock portable highlight the 1961 Sylvania radio line. The line also includes 5 AM table models, 5 clock-radios, 2 AM-FM table models and 1 FM table radio.

All models in line are equipped with automatically assembled printed circuit chassis and balanced tone speakers; molded plastic cases.

Miniature, shirt-pocket radios are represented by two 4-transistor models, 4PO5 and 4PO6, both have 2-in. speakers; 2-tone plastic cases; built-in ferrite rod antennas. Cases are 4-3/16x2-7/8x1-7/16 in.

Two coat pocket-size, in 4 and 5-transistor versions and a hand-size 8-transistor radio are included.

Two 7-transistor clock portables complete the transistor line. Both have 3-in. speakers, Westclox timers with automatic wake-up controls and sleep switches. No. 7E10 in plastic and 7E11 in a leather-style case.

The table line features matched separate AM and FM sets for simulcast reception. Both have 2-tone color-molded plastic cases, 5-in. speakers and matched styling. Symphonette II, FM, 6F17 has an 88-108 mc vernier tuner; AM set is Symphonette I, No. 5T17.

Two AM-FM table models include 6F18 with color-molded plastic case, separate AM and FM antenna; single AM-FM band switch and a 5-in. speaker. No. 8F16 comes in hand-crafted hardwood cabinet in mahogany, walnut, blonde oak and fruitwood veneers. The super deluxe set has a 4-in. and a 4x6-in. speaker; tone control and a dual input jack for phono speaker supplement and multiplex stereo FM broadcasts.

The clock radios are equipped with Telechron timers and have molded plastic cabinets; 3 models feature Panelescent clock faces—a new type of light source developed by Sylvania that creates light by excitation of phosphors on a flat metal surface.

Prices, from \$19.95 for 4PO6 to \$99.95 for 8F16. Sylvania Home Electronics Corp., Sub. of Sylvania Electric Products, Inc., Batavia, N. Y.

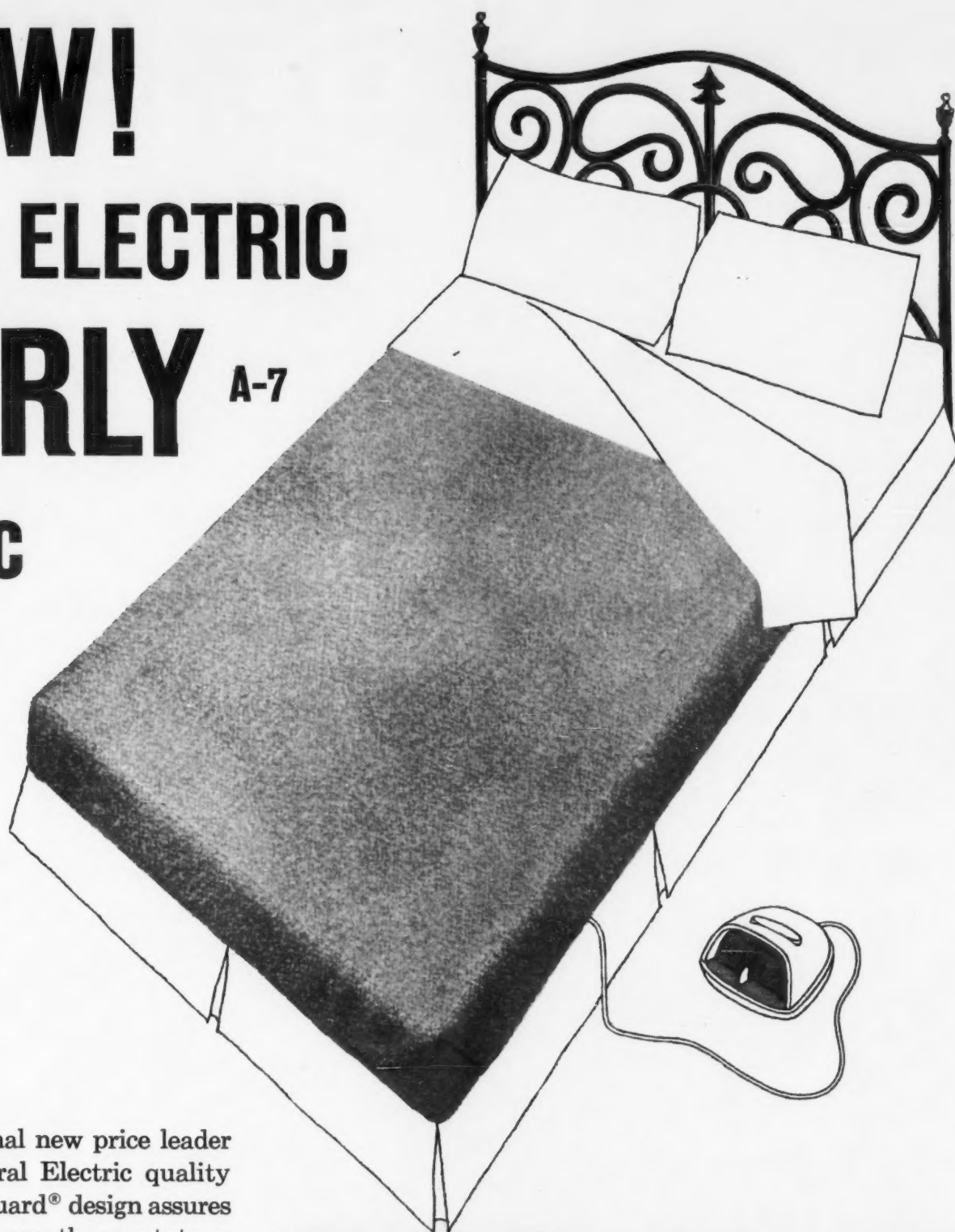
PRICE NEWS FROM THE **NEW IDEA LINE** OF GENERAL ELECTRIC

NEW!

GENERAL ELECTRIC WAVERLY^{A-7}

Automatic Blanket

... starting
at
\$19⁹⁵*



INTRODUCING—a sensational new price leader with all the famous General Electric quality features! Patented Sleep-Guard® design assures over-all warmth without lumpy thermostats or uncomfortable cold spots. Unique control of this "Blanket with a brain" maintains desired temperatures and guards against any overheat.

Perfect for young budgets—in single and double sizes, single and dual controls. Wedgewood blue, Glade green, Cameo pink, Sandalwood beige. Stock up on these certain fast-sellers... call your General Electric distributor!

General Electric Company, Automatic Blanket and Fan Dept., Bridgeport 2, Conn. *Manufacturer's suggested retail price.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



DeLuxe A2 series . . . starting at \$28.95.* Custom-fit corners, single, double, king-size—single or dual controls. 8 colors.



Self-selling displays... various space-saving metal displays set off packages and color swatches and dispense stock.

VOL

92

26

PEOPLE in the NEWS

Schick, Inc.—Gerald Light has been appointed to the newly created position of vice president in charge of marketing. He formerly was a vice president of McCann-Erickson advertising agency.

Waring Products Corp.—Wayne B. Colvin has been named general sales manager of the subsidiary of Dynamics Corp. of America. James P. McIlhenny, vice president of Waring Products since 1946 and in charge of sales, will move into the parent company in an executive job which will be announced in the near future.

Norge, a division of Borg-Warner Corp.—Jack S. Pettersen was ap-

pointed director of marketing, a position formerly held by Walter C. Fisher, who was promoted to vice president of sales.

Dormeyer Corp.—Russell H. Sutcliffe was made sales manager of the Dormeyer appliance division. It is a new position.

General Electric—E. F. Howington has been named room air conditioner sales planning manager, succeeding W. B. Clemmens who has moved to Bridgeport, Conn., as marketing manager of the radio receiver department.

Motorola—Harry C. Chrabot has

been appointed manager of the dealer development service plan. His department will be responsible for sales training of distributor and dealer organizations.

Fasco—David M. Manley has been appointed sales representative for the New York-New Jersey area.

American Standards Assn.—Rose V. White has been appointed secretary of the consumer board and home economist for the association.

Whirlpool Corp.—John Platts was named vice president, refrigeration products, to take over administrative supervision of a newly formed refrigeration products division which will bring the company's manufacturing facilities at St. Paul and Evansville, Ind., under him. Kenneth C. Williams was named general manager of the Evansville plant to replace Platts who was vice president and general manager there. The announcement was tied to the impending retirement at the end of this year of Neil Griebenow, vice president and general manager of the St. Paul division. James Bourquin has been named general manager at St. Paul.

Zenith Sales Corp.—William G. Frick has joined the company as merchandising assistant to President L. C. Truesdell.

Proctor-Silex Corp.—Arthur L. Groo has been named sales manager for ironing pads and covers.

The Prices Are Wrong

So says Remington Rand Electric Shaver Division, taking a potshot at its own as well as its competitors' prices.

In a letter to the trade Henry C. Landsiedel, vice president of the division, explained Remington was out to fight "deceptive and unfair practices in pricing and the resulting abuses." The weapon? A soon-to-be-announced series of changes in the division's marketing and pricing policies.

Although Landsiedel admitted Remington probably wouldn't be able to resolve the fight between the large volume theory and the large profit theory, his promise of a new program showed the manufacturer was giving it the old college try.

No details on the new program were available. But Landsiedel threw out a few teasers: The changes will reflect "a review and revision of pricing on certain models; the elimination of a special fall offer, which in the past was occasioned by competitive pressures; the plugging of loopholes in the performance of co-operative advertising contracts;" and a rejection of dumping obsolete models.



J. Platts
of Whirlpool



R. H. Sutcliffe
of Dormeyer



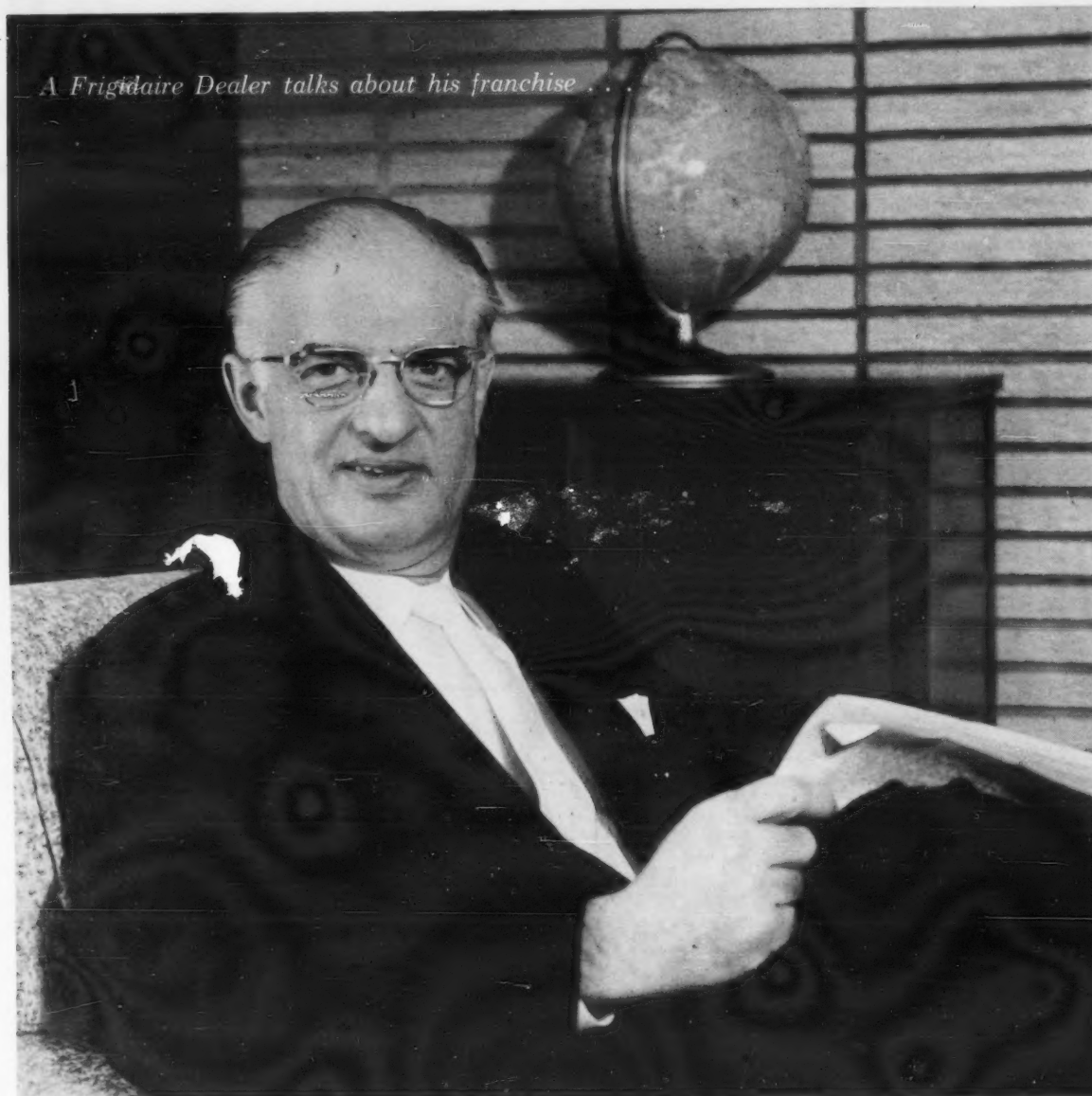
J. S. Pettersen
of Norge



W. B. Colvin
of Waring



G. Light
of Schick



A Frigidaire Dealer talks about his franchise

We asked Sam Bezos, owner of K & B Appliances, Albuquerque, about his switch to Frigidaire. You see, a few years back, Sam changed over his store to Frigidaire appliances, exclusively. Sam says, the big reason is this . . .

"Nobody's faster than Frigidaire supplying parts!"

"Getting customers is one thing. Keeping them's another.

Frigidaire does both . . . with the finest appliances, plus the fastest parts supply set-up I've seen. Call one day—part's usually delivered the next. Fast action like that scores high with me."

We give fast delivery on parts because we want Frigidaire appliances to perform at top level throughout their life. That way, we enjoy better customer relations. And there's more repeat business for us and our dealers!

FRIGIDAIRE
PRODUCT OF GENERAL MOTORS

ROPER

WAREHOUSE BALANCING SALE!



Come and get 'em!

ROPER GAS RANGES

at special clearance prices!

▶ **SAVE BIG DOLLARS NOW**
on both Roper Models shown

▶ **Ask about the SPECIAL DEAL**
on these terrific values!

▶ **Contact your Roper Representative**
for complete details, or write us direct.
Ask about official order blank.

GEO. D. ROPER SALES CORP.

A subsidiary of Geo. D. Roper Corporation
DEPT. EM, KANKAKEE, ILLINOIS



Roper Model
A52E12



Roper Model
A32E12

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only from
Arvin you get

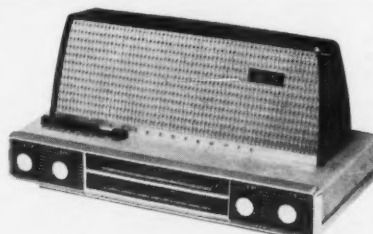
FM 6-Tube Radio, **\$29.95**
retail!



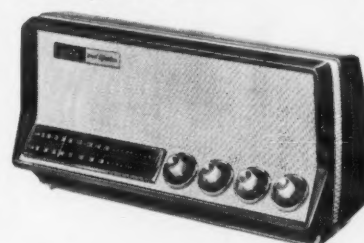
Already a smashing sales success! Sell more of your FM play with a 6-TUBE SET IN THE 5-TUBE PRICE CLASS! Rich-toned reception. Extra-sensitive tuning. Wrap-around styling. Line cord antenna, plus outside terminal. Model 30R12 Persimmon, model 30R18 Sandstone, ret. \$29.95*. Fully discounted for full profit!

and
push-button
Stereo-Radio

AM-FM-Stereo with full-function push button control! Can receive AM and FM at the same time for true Stereo! 9 tubes, 2 rectifiers, 3 diodes. New "Voltage Doubler" circuit. Two balanced speakers. Model 3586, Jet Black and Gray, ret. \$100.*



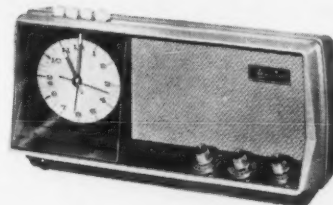
and
dual-speaker
AM/FM Radio



The ultimate in AM-FM table radios! Dual speakers with cross-over network. Automatic frequency control. Push-pull circuit. 1 diode and 6 tubes plus rectifier. Handsome wrap-around styling. Model 30R58, Taupe, ret. \$75.*

and
push-button
Clock Radio

A full feature 5-tube clock radio with Arvin's new electronic memory unit—"Repeat-A-Call"! Pushing a button resets alarm and radio for 10, 30, 45 or 60 minutes of extra sleep. Model 50R67 Bone White, ret. \$49.95*



and
true stereo
Portable
Phonograph



Two balanced 5" speakers swing out or detach up to 20 feet apart for console-like stereo! Dual channel sound fidelity. 2 amplifiers, 2 tubes plus rectifier. Four speed changer. Compact, handsome wood cabinet. Model 80P78, ret. \$69.95*

*Slightly higher far West.

and more
in a Complete,
Feature-Loaded Line!

Colorful Arvin ads in leading national magazines are pre-selling for you right now!



Atlantic City Show Spaces 754-762
See the complete Arvin line at Arvin's Sales Offices in New York or Chicago. Space 612, 1150 Broadway, New York; Spaces 501-2, American Furniture Mart, Chicago.



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WAYNE SMITH PROMOTION AND CIRCULATION MANAGER

PETER HUGHES PRODUCTION MANAGER

MARIE RESTAINO PRODUCTION ASSISTANT

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HOUSTON GENE HOLLAND
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1125 West Sixth, Los Angeles 17, Cal.
HU. 2-5450

SAN FRANCISCO THOMAS H. CARMODY
SCOTT HUBBARD
68 Post Street, San Francisco 4, Cal.
DO. 2-4600

SEARCHLIGHT SECTION

CLASSIFIED
ADVERTISING

EQUIPMENT (SURPLUS): MERCHANDISING

"OPPORTUNITIES"

EMPLOYMENT BUSINESS

SEARCHLIGHT SECTION is the national medium for announcements of unique interest, spots the big bargains in; Used and Surplus New Equipment; Positions Wanted or Vacant; Selling Opportunities, Offered and Wanted; Purchase or Sale of Business; and miscellaneous announcements of great variety.

There are two styles available in classified advertising:

DISPLAYED—Individual space with border rules for prominent display of your advertisements.

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RATES ON REQUEST.

ADDRESS BOX NO. REPLIES TO: Box No.
Classified Adv. Div. of this publication.
Send to office nearest you.
NEW YORK 36: P. O. BOX 12
CHICAGO 11: 520 N. Michigan Ave.
SAN FRANCISCO 4: 68 Post St.

SELLING OPPORTUNITY AVAILABLE

A large and very well-known British manufacturer in the domestic electronic industry would like to get in touch with an importer who could offer effective distribution in the U.S. The manufacturer will be exhibiting at the British trade fair in New York in June and will show a range of models developed for the American market. Enquiries should be addressed to: RW-4422, Electrical Merchandising Week.

Your Inquiries to Advertisers Will Have Special Value . . .

—for you—the advertiser—and the publisher, if you mention this publication. Advertisers value highly this evidence of the publication you read. Satisfied advertisers enable the publishers to secure more advertisers and—more advertisers mean more information and more products or better service—more value—to YOU.

A Quick Check of **BUSINESS TRENDS**

	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1957 = 100)	113	117	103	9.7% up* (March 1960 vs. March 1959)
RETAIL SALES total (\$ billions)	18.4	18.9	18.0	2.2% up (May 1960 vs. May 1959)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	332	324	318	4.4% up (April 1960 vs. April 1959)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	277	281	282	1.7% down (April 1960 vs. April 1959)
FAILURES of appliance-radio-TV dealers	27	34	28	3.5% down (May 1960 vs. May 1959)
HOUSING STARTS (thousands)	110.4	97.0	142.2	22.3% less (April 1960 vs. April 1959)
AUTO OUTPUT (thousands)	137.7**	139.4**	129.3**	6.5% up (1st quarter 1960 vs. 1st qtr. 1959)
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.7+	18.8+	17.7+	5.6% up (1st quarter 1960 vs. 1st qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	345.3+	340.8+	327.4+	5.5% up (1st quarter 1960 vs. 1st qtr. 1959)
CONSUMER SAVINGS annual rate (\$ billions)	24.6+	23.7+	23.5+	4.7% up (1st quarter 1960 vs. 1st qtr. 1959)
EMPLOYMENT (thousands)	67,208	66,159	66,016	1.8% up (May 1960 vs. May 1959)

*New index being used. Federal Reserve Bulletin, Jan. 1960 (seasonally adjusted).

**Figures are for week ending June 18, 1960 and preceding week (revised).

+Figures are for quarters.

++Federal Reserve Bulletin figures (revised).

A Quick Check of **INDUSTRY TRENDS**

An up-to-the-minute tabulation of estimated industry shipments of 16 key products. New figures this week are shown in **bold-face type**.

		1960 (Units)	1959 (Units)	% Change
DISHWASHERS	Apr.	50,700	40,200	+26.12
	4 Mos.	189,000	159,300	+18.64
DRYERS, Clothes, Electric	Apr.	35,659	43,945	-18.85
	4 Mos.	240,680	260,630	-7.65
Gas	Apr.	17,554	23,807	-26.27
	4 Mos.	122,708	130,050	-5.65
FOOD WASTE DISPOSERS	Apr.	61,200	63,200	-3.16
	4 Mos.	240,300	232,300	+ .44
FREEZERS	Apr.	105,800	112,900	-6.29
	4 Mos.	368,600	403,700	-8.69
PHONOGRAPHS, Monaural	Mar.	63,264	119,075	-46.87
	3 Mos.	272,518	468,095	-41.78
Stereo	Mar.	242,523	168,117	+44.26
	3 Mos.	908,518	534,203	+70.07
RADIOS, Home-Portable-Clock (production)	Week June 10	193,057	165,432	+16.70
	23 Weeks	4,596,030	3,724,788	+23.39
RADIOS, Automobile (production)	Week June 10	123,364	134,167	-8.05
	23 Weeks	2,951,688	2,527,536	+16.78
TELEVISION (production)	Week June 10	99,432	128,009	-22.32
	23 Weeks	2,634,168	2,456,128	+7.25
REFRIGERATORS	Apr.	294,000	301,000	-2.33
	4 Mos.	1,201,200	1,197,100	+ .34
RANGES, Electric—Standard	Apr.	68,300	79,700	-14.30
	4 Mos.	305,000	347,100	-12.13
Built-in	Apr.	58,700	56,400	+ 4.08
	4 Mos.	235,100	217,000	+ 8.34
RANGES, Gas—Standard	Apr.	128,000	136,600	-6.30
	4 Mos.	515,600	545,300	-5.45
Built-in	Apr.	29,900	29,100	+ 2.75
	4 Mos.	106,300	92,700	+14.67
VACUUM CLEANERS	Apr.	278,391	317,402	-12.29
	4 Mos.	1,171,122	1,177,871	- .57
WASHERS, Automatic & Semi-Auto	Apr.	175,983	202,259	-12.99
	4 Mos.	843,899	903,836	-6.63
Wringer & Spinner	Apr.	59,845	72,113	-17.01
	4 Mos.	235,769	286,521	-17.71
WASHER-DRYER COMBINATIONS	Apr.	10,404	11,507	-9.59
	4 Mos.	59,433	65,222	-8.88
WATER HEATERS, Electric (Storage)	Apr.	53,300	71,100	-25.04
	4 Mos.	237,600	284,200	-16.40
WATER HEATERS, Gas (Storage)	Apr.	214,000	261,300	-18.10
	4 Mos.	890,800	1,053,100	-15.41

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

PRICE NEWS FROM THE **NEW IDEA LINE** OF GENERAL ELECTRIC3 NEW INSTANT **\$14.95***
HEATERS..FROM

They're part of a complete line of eight great General Electric heaters—priced in sensible stages right up the price ladder from Low-Low \$14.95* to \$44.95*. Now, there's a dependable General Electric heater for every customer's need—and *every* pocket.

Handsome, new cabinet styling blends happily into any décor.

Rugged! Dependable! Made by General Electric—Your customers know and trust General Electric quality. General Electric's One Year Written Warranty protects them and *you!* General Electric Company, Automatic Blanket and Fan Dept., Bridgeport 2, Connecticut.

SEE YOUR DISTRIBUTOR FOR MONEY-MAKING DEALS!

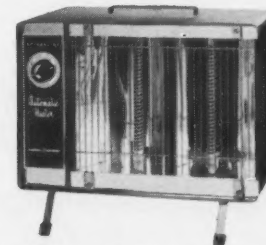


New! Radiant Heater—H-11. Instant radiant heat (1320 watts). Safety Tip-Over Switch • Protective Grille • Easily portable • Large parabolic reflector • A top value! Low, low **\$14.95***



New! Automatic Heater—H-10. Instant heat (1320 watts) • Automatic thermostat • Radiant and fan-forced heat • Safety Tip-Over Switch • Protective grille. Only **\$22.95***

*Manufacturer's suggested retail prices



New! Automatic Heater—H-8. Radiant heat (1320 watts) • Automatic thermostat • Radiant and fan-forced heat • (Also available, Model H-9, 1650 watts). Only **\$29.95***

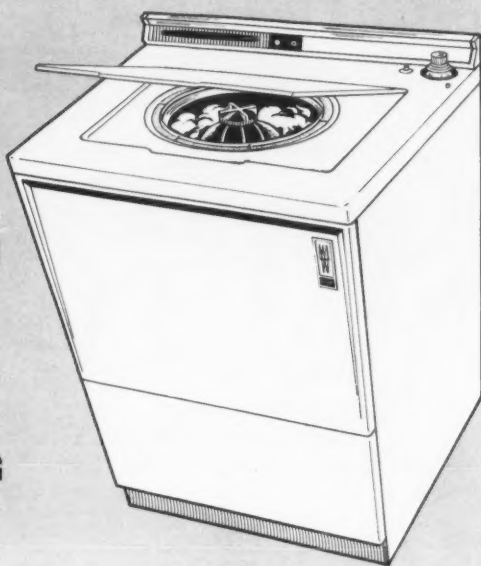
Progress Is Our Most Important Product

GENERAL  ELECTRIC

When Prospects With Wringer-Washer Pocketbooks Want Automatic Features... Switch 'em to ABC!

You can save sales—and make extra sales—with ABC-O-MATICS! They let you sell top-of-the-line features at bottom-of-the-line prices. This keeps customers who are pre-sold on deluxe washer features, but have limited budgets, from “walking”. Just switch 'em to this ABC-O-MATIC for only \$189.95 or less . . . with *all* these top-of-the-line features . . .

2 CYCLES
LINT FILTER
BLEACH DISPENSER
CHOICE OF WASH AND RINSE TEMPERATURES
TRUE OVERFLOW RINSING
SPIN-AIR DRYING
GEARLESS DRIVE



Step up your sales . . . Switch 'em to ABC

ABC LAUNDRY PRODUCTS DIVISION

American Motors Corporation • Detroit 32, Michigan

Automatic Washers • Gas and Electric Dryers • Wringer Washers

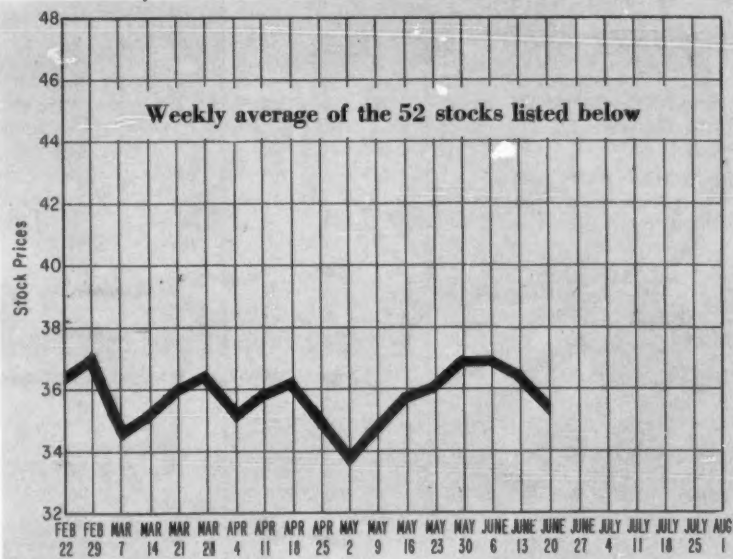
ABC Laundry Products Division, Dept. 627
American Motors Corporation
Detroit 32, Michigan

Please send information on the new ABC Franchise.

NAME _____
COMPANY _____
STREET _____
CITY _____ STATE _____

TAKING STOCK

A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS

NEW YORK EXCHANGE

	HIGH	1960 LOW	CLOSE JUNE 13	CLOSE JUNE 20	NET CHANGE
Admiral	23 3/8	16 1/4	17	20 3/8	+ 3 1/8
American Motors 1	29 1/2	22 1/4	24 3/4	22 3/4	- 2 3/8
Arvin Ind. 1	27 1/2	21 3/4	22 1/4	22 3/8	+ 3/8
Borg Warner 2	48 1/2	36 1/4	38 1/2	37 1/2	- 1
Carrier 1.60	41 3/4	29 3/4	30 5/8	30 5/8	—
CBS 1.40B	45 1/4	36 3/8	43 3/4	44 1/2	+ 3/4
Chrysler 1A	71 7/8	42 1/8	49 1/2	46 1/8	- 3 3/8
Decca Records 1.20	34 1/4	17 3/8	31	30 3/8	- 7/8
Emerson Electric 1	49 1/2	33	46 5/8	49	+ 2 3/8
Emerson Radio .50P	20	11 1/8	12 7/8	20	+ 7 1/8
Fedders 1	20 3/8	16 7/8	19 3/8	18 3/4	- 5/8
General Dy. 2	53 3/8	38	43 3/8	44 3/8	+ 1 1/2
General Elec. 2	99 7/8	84 5/8	95 3/8	93 1/8	- 2 1/4
General Motors 2	55 7/8	43	44 7/8	44	- 7/8
General Tel & El .76 new	34 1/8	27	31 1/8	30 3/4	- 3/8
Hoffman Elec. .60	27 5/8	18 1/8	21 7/8	23 5/8	+ 1 3/8
Hupp CP. 3/4F	13 1/4	8 7/8	10 1/4	9 7/8	- 5/8
Magnavox 1	55	31 3/4	50 1/2	50	- 1/2
Maytag 2A	44 1/2	35 1/4	35 1/2	36 1/4	+ 3/4
McGraw-Edison 1.40	45 3/4	36 1/4	37 1/4	37 3/4	+ 1/2
Minn. M&M N.60	88	65	76	83 3/8	+ 7 5/8
Montgomery Ward 2	55 3/8	40 1/2	42 1/2	41 1/8	- 1 3/8
Monarch .2EO	19 7/8	12 1/2	13 3/8	12 3/4	- 3/8
Motor Wheel 1	23 1/4	15	16	15 1/4	- 3/4
Motorola 1.50	194 1/4	140	184 1/4	175 1/2	- 8 3/4
Murray CP	28 3/4	24 3/4	27 3/8	26	- 1 7/8
Philco 1/4G	38 1/4	26 3/8	32	31 3/8	- 3/8
R.C.A. 1B	78 3/8	59 1/2	77	68 3/4	- 8 1/4
Raytheon 2.37T	53 3/8	35 1/2	42 1/2	41 3/8	- 7/8
Rheem .60	28 7/8	18 1/2	20 3/8	20 3/4	+ 1/8
Ronson .60	12	9 3/4	10	12	+ 2
Roper GD	21 1/2	14 1/8	17 1/8	16 5/8	- 1/2
Schick	16 3/4	10 1/2	11 1/8	10 3/4	- 3/8
Siegler Corp. .2OR	43	29 1/4	39	38 1/2	- 1/2
Smith A. O. 1.60A	53 3/8	34 3/8	39 1/2	37 3/8	- 1 7/8
Sunbeam 1.40A	64 1/2	50 1/2	53	55	+ 2
Welbilt .10G	7 7/8	5 3/8	5 3/4	5 7/8	+ 1/8
Westinghouse 1.20	65	45 1/2	65	62 1/2	- 2 1/2
Whirlpool 1.40	34 7/8	23 3/8	24 7/8	27	+ 2 1/8
Zenith 1.60	116	89 3/8	120 1/4	114 1/4	- 6

AMERICAN EXCHANGE

	HIGH	1960 LOW	CLOSE JUNE 13	CLOSE JUNE 20	NET CHANGE
Casco Pd. .35E	10	6 3/4	9 3/4	9 3/4	—
Century Elec. 1/2	9 7/8	7 3/4	7 7/8	7 7/8	—
DuMont Lab.	11 3/4	6 1/2	10 1/8	11 1/2	+ 1 3/8
Herald Rad.	7 7/8	4	4 3/8	4	- 3/8
Ironrite .25T	10	6 7/8	8 3/4	7 7/8	- 7/8
Lamb. Ind.	9 5/8	4 5/8	7 1/8	6 7/8	- 1/4
Muntz TV	6 1/2	4	4 3/4	4 7/8	+ 1/8
National Presto	12	10 5/8	12	12	—
Proctor-Silex	9 7/8	6 5/8	8 7/8	9 1/4	+ 3/8

MIDWEST EXCHANGE

	HIGH	1960 LOW	CLOSE JUNE 13	CLOSE JUNE 20	NET CHANGE
Knapp-Monarch	—	—	5 3/4	5 3/4	—
Travler Radio	—	—	8 5/8	8 7/8	+ 1/4
Webcor	—	—	11 1/4	11 5/8	+ 3/8

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: For the third straight week EM Week's 52 key stocks failed to register an overall gain. Some issues, like Minn. M&M and Whirlpool, have shown gains but generally the market remained in a position of flux. Electronics were mixed. Zenith, RCA and Motorola recorded sizeable losses while Admiral, Emerson Electric and Emerson Radio showed definite rises. Six new highs were registered this past week and five new lows. A review of the past three months shows the EM Week chart to have moved no more than three points in either direction; individual issues have made dramatic gains but the market has failed to make a general advance. Outlook: Indefinite.

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I like the canister cleaner best.

It's the upright brush-type for me.



NOW RCA WHIRLPOOL CLEANER OFFERS THE BEST OF BOTH...IN ONE!

DOUBLE SELLING POWER

to help you get more than your share of the 1,000,000 cleaner sales this spring!



The RCA WHIRLPOOL is not just a cleaner, but a full home cleaning system . . . with a canister's penetrating *suction power* plus an upright's electric motor-driven *brush power*! Here, in one lightweight, easy-to-carry unit, is a cleaning appliance that satisfies both preferences. But that's not all! Its nozzle is less than ankle high and glides under low furniture . . . attachments are always close at hand, in a concealed storage compartment . . . canister stands on end for cleaning stairs . . . rolls easily over sills, turns any direction on three large casters . . . stores compactly in closet, under bed, or on shelf. With so much extra selling power, the RCA WHIRLPOOL can help you get more than your share of the 1,000,000 cleaner sales that will be made this spring. Investigate . . . now!

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

LOOK! IT HAS AN ELECTRIC MOTOR-DRIVEN BRUSH

This cut-away view of rug nozzle shows electric motor-driven brush which sweeps out the deepest rug soil with its vigorous rotary action.



Your family will love our family of home appliances

Whirlpool

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan



\$2,000,000 IN ONE YEAR

19,786 New Charge Accounts!

LOBER POWER MOWERS PRODUCED THIS VOLUME FOR 4 DEPARTMENT STORES!

Here are the facts in dollars and cents! 4 department stores—one company in New York City, Dallas, Chicago, and Atlanta—each did \$500,000 or better in Lober power mower sales over a 12 month period. Divide that figure by the 4 sq. ft. of floor space a Lober mower occupies—and you get yearly sales of \$125,000 per sq. ft!

That's big volume, and big profit—but it's only the beginning! Because these Lober power mower promotions not only more than paid for themselves in cash sales and sales to established charge account customers—they also brought in 19,786 new charge accounts to the 4 stores . . . at absolutely no advertising or solicitation cost on the books! What's more, each account was a home owner—the best big volume charge customer a store could hope to add to its list! You, too, can do as well . . . with Lober Power Mowers. We'll show you how—and we'll guarantee your sales!

Order Lober Power Mowers today. Bring in big ticket, big volume, big profit sales . . . and a big new list of home-owning charge account customers at no extra cost! You can't lose—WE GUARANTEE YOUR SALES!

IMPORTANT NOTICE!

ENGINE Prices WILL Increase!

All power mower manufacturers have been advised by Briggs & Stratton that engine prices will increase. We urge you to ORDER NOW and save money! New 1961 Engines will be available in August, 1960, not before.

80% of Selling Season Remains!

The best selling season is still ahead of you. We deliver immediately. You can still make big profits in June, July, August and September. These are the big, fat PROFIT MONTHS! Our factory vacation period starts July 1. Factory will be closed July 1-10. Be sure of delivery. Order now!



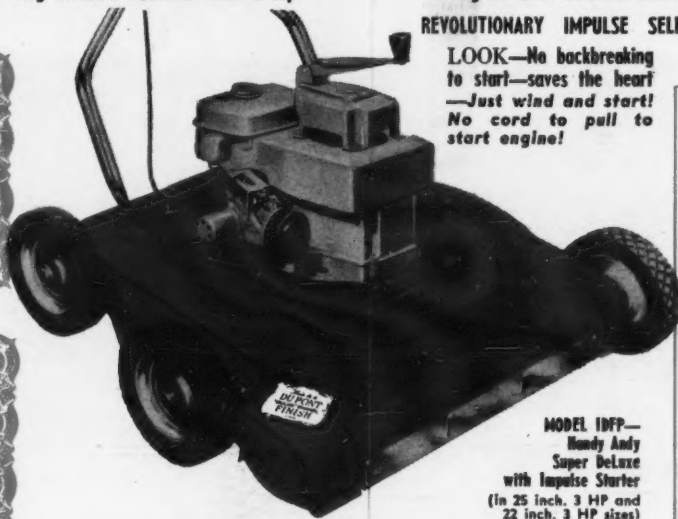
NEW! SUPER DELUXE 1960 POWER MOWER WITH EXCLUSIVE IMPULSE SELF-STARTER!

• Big 25-inch (Swath Cut) 3 HP

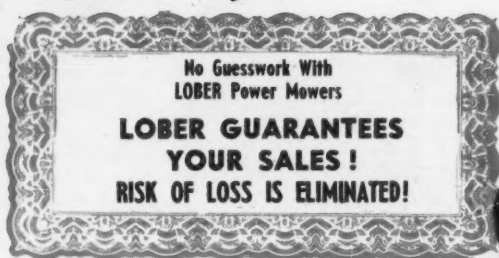
• Big 22-inch (Swath Cut) 3 HP

REVOLUTIONARY IMPULSE SELF-STARTER!

LOOK—No backbreaking to start—saves the heart—Just wind and start! No cord to pull to start engine!



MODEL 1DFF—Handy Andy Super Deluxe with Impulse Starter (in 25 inch, 3 HP and 22 inch, 3 HP sizes)



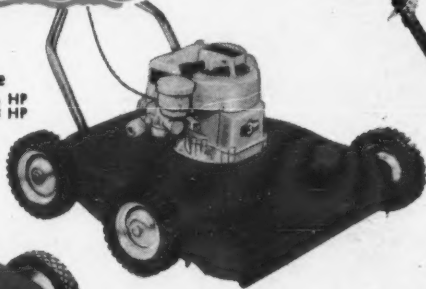
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LOBER GUARANTEES YOUR SALES!
RISK OF LOSS IS ELIMINATED!



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Mr. Buyer, Now You Can Assure Your Customers complete satisfaction at no loss to you!
Every Lober mower transaction must be profitable to you!
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MODEL D—Blue Ribbon Deluxe
22 inch, 2½ HP
25 inch, 3 HP



MODEL DFF—Gorgeous George Super Deluxe
22 inch, 2½ HP
25 inch, 3 HP

MODEL R-60—Mr. Aristocrat Reel
18 inch, 2 HP
22 inch, 3 HP



MODEL S—Hi Lo Standard
22 inch, 2½ HP
25 inch, 3 HP

WE FEATURE DUPONT HI-BAKED ENAMEL FINISH, EVEN THOUGH COMPETITIVE PAINTS WOULD COST FAR LESS!



Check These Lober Features Against The Features On Your Mowers!

Look Underneath Where It Counts!

Only Lober Power Mowers Give You ALL These Unbeatable New Features at Low Promotional Prices!

Reinforced corners guarantee added rigidity and strength	Four adjustable cutting heights	New Silent Muffler cuts down irritating noise	Start and Stop Gas Throttle Control on Chrome Plated Handle
Firestone Semi-Pneumatic Tires. Giant 8" hermetically-sealed double ball bearing steel wheels	BRIGGS & STRATTON OR CLINTON WITH DELUXE IMPULSE STARTER New Briggs & Stratton or Clinton Powerful Premium Engines	Exclusive compression springs on each axle keep wheels in permanent alignment!	Never again a broken blade or shaft! Just 2 shear pins to replace!

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